



**EAST DOWNTOWN DEARBORN**  
Neighborhood Feel. Totally Real.



## **EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING**

**THURSDAY, NOVEMBER 21, 2019**

**8:00 A.M. – 9:30 A.M.**

**Dearborn Administrative Center**  
16901 Michigan Avenue, Dearborn, MI

**I. Call to Order**

**Chairman J. Scott Saionz/Treasurer-Secretary Jeffrey Lynch**

**II. Roll Call**

**Secretaries Kruz & Lynch**

**III. Joint Meeting Chair for November 2019: J. Scott Saionz**

**IV. Approval of the October 2019 Meeting Minutes**

**V. Treasurer's Report**

**Finance/Treasurers**

**VI. Action Items**

**A. Joint Board Actions**

- 1. Holiday décor – Executive Committee Action**
- 2. Holly Berry Brunch Ad for Shop Small**
- 3. Chamber Membership Directory Ad**
- 4. Metromode – 2<sup>nd</sup> Extension of Two**
- 5. MMTP Letter of Support**
- 6. Nomination Committees**

**B. WDDDA Actions Only**

- 1. none**

**C. EDDDA Actions Only**

- 1. Winterfest Market Amendment**

**VII. PMADS Report**

**Nick Siroskey**

**VIII. Committee Reports**

**IX. DDDA Executive Management Team & ECD Reports**

**X. Call to Board of Directors**

**XI. Call to Audience**

**3 min./guest**

**XII. Adjournment**

# AENDA OVERVIEW

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## Action Items

### ***JOINT ACTIONS***

#### ***Holiday Décor – Executive Committee Action***

Due to exigent circumstances to finalize the holiday décor purchase for the season, the Executive Committees had to take action on changes to the final purchase order.

For the EDDDA, the Northern Lights Display service provider had exceptions to their bid including: additional fee for upgraded pole attachments that the EDDDA uses for the 24” red bows with gold trim; the light strands were at 70 lights a strand rather than 100 lights so additional quantities needed to be ordered to keep same final quantity; and the shipping charges. Also, Holiday Lights Magic Inc. service provider’s pricing for the light spheres was per sphere as opposed to by the case, therefore, significantly increasing the total price. (Each case specified should have six per case.)

For the WDDDA, The Northern Lights Display service provider had exceptions to their bid including: an additional fee for upgraded pole attachments that the WDDDA district uses for the 24” red bows with gold trim; number of lights per strand were at 70 lights opposed to 100 lights-- causing the need for additional quantities to meet the final quantity specified; and shipping charges.

To complete the order, the following changes were needed by resolution from the Executive Committees, and now therefore need to be approved by the Boards:

EDDDA – additional \$4,790.26

WDDDA—additional \$1500

#### ***Holly Berry Brunch Ad for Shop Small***

Annually the DDDAs have placed an ad in the Holly Berry Brunch program to promote the Shop Small retail promotion. The Holly Berry Brunch typically has 500 attendees, and in addition to the ad, 500 Shop Small passports are distributed. The ad is \$300 split equally between the EDDDA & WDDDA, and within the Shop Small budget.

#### ***Chamber Membership Directory Ad***

Last year, the DDDAs jointly sponsored an ad in the Dearborn Area Chamber of Commerce Membership Directory. The directory is distributed to 2,000 in print copies plus thousands more digitally. The ad is \$2475 and split equally between the EDDDA & WDDDA. Ad design will be within the Branding Contract Task 6.

#### ***Metromode - Second of Two Contract Extensions***

At the August 2019 meeting, the DDDAs authorized extending the contract using its first of two options of \$12,000 per extension, split equally between the EDDDA & WDDDA. It was requested at the last meeting that there be more coverage for the EDDDA in the stories to balance coverage of the districts,

which they have successfully fulfilled. The last of the two option renewals is due at the end of November, therefore, it is recommended to authorize the second of two extensions from December 1, 2019 – February 29, 2020 with Metromode/Issue Media Group.

### ***MMTP Letter of Support***

Attached is a brief overview of the Multi Modal Transportation Plan developed by the City of Dearborn through the services of the Greenways Collaborative. The plan is intended to go before Council in January 2020, and show of community support has been requested. The full plan can be found at <https://walkbike.info/dearborn/plan/> The plan is in line with the DDDAs transformational strategies and vision for Downtown Dearborn. Approval for a letter of support to be submitted on behalf of the Board of Directors is recommended.

### ***Nomination Committees***

Annually the DDDAs elect a new slate of Executive Committee officers in January. To do this, the DDDAs appoint a nomination committee to develop the slate based on feedback from board members in November. We ask that Board members who are interested in serving on the Nomination Committee to step forward at the Board member. Three members are needed per Board.

### ***WDDDA ACTIONS ONLY***

None

### ***EDDDA ACTIONS ONLY***

#### ***Winterfest Market Amendment***

A final amendment to the Winterfest service providers is needed for the finalized costs with S&R Tent Rentals of \$417.60. The previous resolution only included an estimated cost.

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
October 17, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith A. McNeeley, and Director Kamal Turfah

WEST DDA : Chairperson Sam Abbas, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark Guido, Director Jackie Lovejoy (8:12 a.m.), Director John L. McWilliams, Director Karen Nigosian, and Director Audrey Ralko

**MEMBERS ABSENT**

EAST DDA : Director Mary O'Bryan

WEST DDA : Director Mohammed Hider and Director Jeff Lynch

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Licia Yangouyian (Legal), Moe Almaliky (Finance), Jeff Watson (ECD), Mary Laundroche (DPI), Laura Freeman (Council), Travis Grubb (Purchasing), Cristina Sheppard-Decius (DDDA), Jean Smith (DDDA), Janet Bloom (DDDA)

OTHERS : Applied Storytelling, Eric La Brecque; Octane Design, Bill Bowen

PA 57 Portion: : Alan Osborne (The Henry)

**I. Call to Order**

Joint DDDA Chair Sam Abbas called the meeting to order at 8:05 am.



**II. Roll Call**

Secretary/Treasurer Jay P. Kruz called the roll of Board members for West.

Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.

WDDDA: A quorum was present.

EDDDA: A quorum was present.

**III. Joint Meeting Chair for October 2019: Chairman Sam Abbas**

**IV. Approval of the September 2019 Meeting Minutes**

EDDDA: The minutes from the September 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Dan Merritt and supported by Director Mark Guido to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the September 2019 Board meeting were presented for approval. It was moved by Mayor John O'Reilly and supported by Director Thomas Clark to approve the minutes as presented. A voice vote unanimously approved.

**V. Treasurer's Report**

**A. Receive & File Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated September 30, 2019. Revenue to date totaled \$3002. Total expenditures totaled \$115,364. The current cash position equals \$882,673 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$356,663.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed.

WDDDA: Moe Almaliky reviewed the financial statement dated September 30, 2019. Revenue to date totaled \$9114. Total expenditures totaled \$75,520. The current cash position equals \$743,883 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$368,564.

Chairman Sam Abbas asked that the minutes show the Treasurer's Report as received and filed.

Mark Guido asked what the "Other Operating Expenses" line items covers for both EDDDA and WDDDA. Cristina Sheppard-Decius believed it was for the Artspace loan payment. Moe Almaliky was to research and provide details to DDDAs staff to be sent to both boards after meeting.

**VI. Public Act 57 Info Session #2 of 2 for 2019**

**A. Branding Presentation**

Representatives from Applied Storytelling and Octane Design cover the final designs that will be part of the branding roll out starting November 2019.

Chairperson Scott Saionz asked for survey demographics to be provided. Chairperson Judith McNeely stated that the final designs need to be brought up to higher levels within city and other organizations to be sure looks and use are consistent.

## **VII. Action Items**

### **A. Joint Board Actions**

#### **1. Snow Removal**

Resolution to award 2019/2020 snow removal contract to lowest bidder, Premium Lawn, the company used for the last two years. Premium Lawn was the lowest bidder and had addressed issues from last season by adjusting invoices so the vendor is deemed to have worked in good faith and still eligible for bid selection. EDDDA and WDDDA authorized a budget not to exceed \$45,000 per district. The bid was for a term of one season, starting November 1, 2019 to March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process. It was requested to send bid specifications to the boards. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt, seconded by Director Kal Turfah. A voice vote passed unanimously.

#### **2. Holiday Decor**

Resolution introduced to replace or add to holiday decor for both East and West DDDAs. This was required to go to bid via city of Dearborn purchasing policy due to overall cost of items moving it above the \$3000 threshold. For East, Northern Lights Display for 16 - 24" bows(\$800), 8- 15' branch garland (\$1120), 20 - 4' wreaths (\$5700), 264-warm white mini lights (100 per strand) (\$3960) for a total of \$11,580; Holiday Lights Display for 4 cases warm white light spheres (24) (\$216.96), 2 cases red light spheres (12) (\$108.48) and 2 cases green light spheres (12) (\$108.48) for a total of \$433.92. The total EDDDA is authorizing is \$12,013.92 from the contract services budget of #297-6100-911-34-90. For West, Northern Lights Display for 60-24" red bows (\$3000), 30 - 15' branch garland (\$4200), 6 - 25' branch garland (\$1362), 6 - 25' red garland (\$228), and 130 warm white mini lights (100 lights/strand) (\$1950) for a total of \$10,740. Bronner's: 6 pole mount displays (\$8130). Final total for WDDDA is \$18,870 from acct # 296-6100-911-34-90. For WDDDA, Director Thomas Clark motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Jan Cislo. A voice vote passed unanimously.

#### **3. Winterfest Market**

Winterfest Market occurs in EDDDA and WDDDA on December 14, 2019 from 10 am - 4 pm. For the East, \$15,000 has been budgeted from the Community Promotions fund/Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances on that day. For the East: Reindeer Ranch for reindeer onsite (\$3000),

Santa and Mrs. Claus (\$550), and Facebook advertising for \$100 were approved in September. Additional vendors for October approval are: Gia Warner musician (\$500), Jokers4Fun bouncehouse (\$240), Pebbles the Clown facepainting (\$575), Visual Ronin photography (\$450), Henry Ford College ice sculptures (\$500), Jean Smith for lawn decor items (\$500), S& R Tent Rental (\$300). For the West: \$14,665 have been budgeted for that day from account # 296-6100-911-51-00 from Community Promotions Fund/Holiday Promotions line item. For the West: Reindeer Ranch - Santa with Reindeer and bench (\$3200), Pebbles the Clown (facepainting 5 hours - \$575), AJ Lynn (musician, 6 hours - \$500), Facebook advertising for \$100 were approved in September 2019. Additional vendors for October approval are: S&R Tent Rental (\$8525), Jokers4Fun bouncehouse (\$240), Photographer (TBD - \$450), and Henry Ford College ice sculptures (\$500). It was noted to add hand sanitizer stands for these events. For WDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Karen Nigosian. A voice vote passed unanimously. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jay Kruz. A voice vote passed unanimously.

#### **4. CTM Brochure Distribution**

Resolution introduced to continue the DDDAs annual distribution of 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitors centers through CTM Brochure Distribution. The rack cards provide event and general information on Downtown Dearborn throughout the year. Partners in the program to offset costs are a sponsor which is anticipated to continue, and the City of Dearborn and Dearborn Area Chamber of Commerce. The overall cost for print production and distribution is \$8710 which has been budgeted annually and split equally between EDDDA and WDDDA. For WDDDA, motioned by Director Jackie Lovejoy and seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motioned by Director Dan Merritt and seconded by Director Jay Kruz. A voice vote passed unanimously.

#### **5. Lifestyle Photography Amendment**

Resolution introduced to cover the additional cost of the Lifestyle photography shoot going over by an hour. The additional cost is \$125 to be split equally between EDDDA and WDDDA. For WDDDA, it is authorized from the photography budget #296-6100-911-51-00. For EDDDA, it is authorized from the photography budget #297-6100-911-51-00. For WDDDA, motioned to approve by Director Jackie Lovejoy; seconded by Director Thomas Clark. A voice vote passed unanimously. For EDDDA, motion to approve by Director Dan Merritt; seconded by Director Kal Turfah. A voice vote passed unanimously.

#### **VIII. PMADS Report**

Nick Siroskey provided an update. The goal is to get businesses to comply to city ordinances. He passed out a draft brochure of information for businesses regarding ordinances. Those in violation to be sent ordinance and DDDAs grant information to help get them to compliance.

**IV. Committee Reports**

Promotions Committee, Design Committee, Executive Committee and Bike Share minutes are in Supplemental Materials in digital board packet.

**X. DDDA Executive Management Team & ECD Reports**

No discussion.

**XI. Call to Board of Directors**

1. Provide both boards a list of Shop Small participants broken out by district and tally participants for each district.
2. Look into general “welcome” banners for events (self-standing)
3. Karen Nigosian pointed out decals at Wagner Place deck may pose reduced visibility on first level of deck and expressed safety concerns. It was noted that they are created to allow a person to see through.

**XI. Call to Audience**

No discussion

**XII. Adjournment**

Meeting adjourned at 10:15 am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

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Jeff Lynch, Secretary-Treasurer, WDDDA

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**Financial Statement Summary**

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>							
Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ 628,684	\$ -	N/A
Brownfield Tax Capture	464,566	464,099	475,240	475,240	-	-	475,240
Local Community Stabilization Authority	-	23,733	23,740	23,740	26,223	-	N/A
Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
Donations from a Private Source	22,965	41,850	115,000	115,000	1,374	-	113,626
Interest Income	18,257	27,156	31,218	31,218	4,842	-	26,376
Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
Contributions from the General Fund	35,681	11,794	11,310	11,310	3,770	-	7,540
<b>Total Revenue</b>	<b>\$ 873,048</b>	<b>\$ 770,499</b>	<b>\$1,025,463</b>	<b>\$1,025,463</b>	<b>\$ 664,893</b>	<b>\$ -</b>	<b>\$ 636,987</b>

**Expenditure**

Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	3,947	39	-	-	-	-	-
Workers Compensation Contribution	33	-	-	-	-	-	-
Audit Services	772	763	800	800	-	-	800
Sanitation Contractual Services	33,603	11,794	11,310	11,310	-	-	11,310
Other Professional Services	150	-	-	-	-	-	-
Development Contractual Services	133,045	265,527	359,856	402,197	83,414	54,372	264,411
Copier Repair & Maintenance Services	58	362	375	375	-	-	375
Building Rental	25,000	10,935	11,010	11,010	2,708	8,123	179
Community Promotion	154,922	190,668	339,980	422,022	49,047	23,590	349,385
Insurance	3,255	4,110	6,260	6,260	2,084	-	4,176
Communications	720	281	-	-	297	932	(1,229)
Training & Transportation	3,310	2,539	3,500	3,500	-	-	3,500
Office Supplies	642	802	4,125	4,125	144	-	3,981
Postage	4	154	100	100	212	-	(112)
Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	7,057	18,455	30,000	30,000	-	-	30,000
Memberships	413	513	1,190	1,190	-	-	1,190
Reference Materials	28	-	-	-	-	-	-
Licenses, Fees, & Permits	-	-	300	300	-	-	300
Other Operating Expenses	536,989	-	15,455	15,455	14,203	-	1,252
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
<b>Total Operating Expenditures</b>	<b>1,421,827</b>	<b>972,946</b>	<b>1,263,001</b>	<b>1,387,384</b>	<b>152,109</b>	<b>87,017</b>	<b>1,148,258</b>
Building Demolition Services	-	-	-	2,522	-	-	2,522
Architect & Engineering Services	4,250	-	-	60,256	-	16,831	43,425
Construction Contractor	25,180	-	-	137,785	-	137,147	638
Undistributed Appropriations	-	-	-	62,345	-	-	62,345
<b>Total Capital Expenditures</b>	<b>29,430</b>	<b>-</b>	<b>-</b>	<b>262,908</b>	<b>-</b>	<b>153,978</b>	<b>108,930</b>
<b>Total Expenditure</b>	<b>\$1,451,257</b>	<b>\$ 972,946</b>	<b>\$1,263,001</b>	<b>\$1,650,292</b>	<b>\$ 152,109</b>	<b>\$ 240,995</b>	<b>\$1,257,188</b>

Revenues Over/(Under) Expenditures \$ (578,209) \$ (202,447) \$ (237,538) \$ (624,829) \$ 512,784 \$ (240,995) \$ (620,201)

**Balance Sheet**

Cash Position					\$1,507,819	
Current Receivables					660	
Unearned Income					636,987	
Current Liabilities					(14,203)	
Encumbrances					(240,995)	
Uncommitted Budget					(1,257,188)	
Estimated Ending Cash Position	\$1,090,062	\$1,042,608			\$ 633,080	

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>							
Sanitation Contractual Services	\$ 33,603	\$ 11,794	\$ 11,310	\$ 11,310	\$ -	\$ -	\$ 11,310
Fall Décor	814	-	-	-	-	-	-
Holiday Décor & Installation	20,646	17,256	27,500	27,500	-	12,715	14,785
Landscape & Maintenance	5,425	62,470	70,170	70,170	-	630	69,540
Snow Removal	37,575	38,536	45,000	45,000	-	2,573	42,427
Artspace, Public Space Design	25,180	-	10,000	44,581	34,580	-	10,001
Streetscape Enhancements	4,250	-	41,000	41,000	7,695	965	32,340
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	2,960	7,040
Parking Master Plan (M20006)	7,880	-	-	262,908	-	153,978	108,930
East Dearborn Parking Lots (M20017)	535,386	-	-	-	-	-	-
Planting Materials	28,952	18,455	30,000	30,000	-	-	30,000
Total Beautification	<u>\$ 699,711</u>	<u>\$ 148,511</u>	<u>\$ 244,980</u>	<u>\$ 542,469</u>	<u>\$ 42,275</u>	<u>\$ 173,821</u>	<u>\$ 326,373</u>
<b>Development</b>							
General Marketing (banners, printing, social media)	\$ -	\$ 4,705	\$ 30,000	\$ 30,000	\$ 252	2,300.00	\$ 27,448
Branding	-	34,210	120,000	202,042	15,400	1,680.00	184,962
Graphic Design	-	490	5,000	5,000	-	220.00	4,780
Photography	1,325	1,125	5,000	5,000	875	25.00	4,100
Metro Mode / Issue Media	34,682	18,000	24,000	24,000	6,000	6,000.00	12,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	-	2,193	4,250	4,250	-	583.00	3,667
Website, Constant Contacts	-	226	230	230	-	-	230
Website Hosting & Domain Registration	1,020	801	1,350	1,350	534	180.00	636
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	15,000	-	10,000	10,000	-	-	10,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art Month	-	4,480	1,000	1,000	-	-	1,000
Pocket of Perception (student art project)	-	8,000	20,000	20,000	-	-	20,000
Fall Promotions	-	592	600	600	-	-	600
Holiday Promotions (Holiday Open House, Santa)	-	8,197	15,000	15,000	-	4,525.00	10,475
Shop Small Business Saturday	9,735	4,581	7,000	7,000	-	5,650.00	1,350
Restaurant Week	12,465	15,583	16,500	16,500	-	-	16,500
Big Read	-	-	1,000	1,000	-	-	1,000
Movies in the Park	1,774	2,582	2,000	2,000	1,511	1,521.00	(1,032)
Music in the Park	-	5,177	-	-	316	-	(316)
Tunes at Noon	4,858	8,495	-	-	-	-	-
City Hall Park Events	-	-	2,700	2,700	-	-	2,700
Jazz on the Ave	50,864	51,136	55,000	55,000	24,159	-	30,841
Eastborn Clean Up	-	448	1,500	1,500	-	-	1,500
Other Community Development	11,726	8,922	2,500	2,500	-	905.00	1,595
Total Development	<u>\$ 154,949</u>	<u>\$ 192,640</u>	<u>\$ 339,980</u>	<u>\$ 422,022</u>	<u>\$ 49,047</u>	<u>\$ 23,589</u>	<u>\$ 349,386</u>
<b>Planning &amp; Administration</b>							
Executive Director	\$ -	\$ 50,006	\$ 47,996	\$ 47,996	\$ 11,499	\$ 11,502	\$ 24,995
Operations Manager	-	29,032	30,950	30,950	9,027	6,448	15,475
Design & Planning Manager	-	9,900	12,000	12,000	3,500	2,500	6,000
Event Manager	7,075	17,100	17,100	17,100	4,988	3,563	8,549
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	11,900	9,767	18,333
Building/Business Incentive	-	-	7,760	7,760	-	-	7,760
Unemployment	-	-	7,240	7,240	-	-	7,240
Total Directors Expenses	<u>37,139</u>	<u>144,468</u>	<u>155,286</u>	<u>163,046</u>	<u>40,914</u>	<u>33,780</u>	<u>88,352</u>
Wages & Benefits	55,573	544	-	-	-	-	-
Other Office Expenses	9,196	10,924	16,650	16,650	2,737	932	12,981
Office Cleaning	1,800	825	900	900	225	750	(75)
Building Rental	25,000	10,935	11,010	11,010	2,708	8,123	179
Non-Capital Equipment (light poles)	1,720	-	3,500	3,500	-	-	3,500
Other Operating Expenses (utilities)	1,603	-	1,250	1,250	-	-	1,250
DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Planning & Administration	<u>\$ 596,597</u>	<u>\$ 631,795</u>	<u>\$ 678,041</u>	<u>\$ 685,801</u>	<u>\$ 60,787</u>	<u>\$ 43,585</u>	<u>\$ 581,429</u>
Expenditures	\$ 1,451,257	\$ 972,946	\$ 1,263,001	\$ 1,650,292	\$ 152,109	\$ 240,995	\$ 1,257,188

**Financial Statement Summary**

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>							
Property Tax Capture	\$496,066	686,335	\$ 505,710	\$ 505,710	\$ 606,140	\$ -	N/A
Brownfield Tax Capture	119,900	132,940	235,220	235,220	-	-	235,220
Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
Farmer's Market Federal Grant	-	1,424	1,000	1,000	-	-	1,000
Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	1,475	-	22,025
Donations from a Private Source	88,742	48,348	83,500	83,500	9,119	-	74,381
Interest Income	9,786	19,928	20,698	20,698	4,070	-	16,628
Miscellaneous Income	-	6,194	-	-	-	-	-
Contributions from the General Fund	39,102	37,913	35,000	35,000	11,667	-	23,333
Total Revenue	<u>\$778,828</u>	<u>977,260</u>	<u>\$ 929,948</u>	<u>\$ 929,948</u>	<u>\$ 632,471</u>	<u>\$ -</u>	<u>\$ 397,907</u>

**Expenditure**

Part-time Wages	\$ 4,830	81	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	369	6	-	-	-	-	-
Workers Compensation Contribution	3	-	-	-	-	-	-
Audit Services	329	382	400	400	-	-	400
Sanitation Contractual Services	22,152	25,920	25,920	25,920	-	-	25,920
Development Contractual Services	253,616	399,227	499,826	534,826	44,297	60,915	429,614
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	6,153	212	15,635
WATER/SEWAGE	-	-	-	1,500	385	1,115	-
Copier Repair & Maintenance Services	-	362	375	375	-	-	375
Building Rental	-	10,935	11,010	11,010	2,708	8,123	179
Community Promotion	137,110	264,955	341,345	485,796	97,480	35,198	353,118
Insurance	2,985	2,670	3,730	3,730	1,244	-	2,486
Communications	-	225	-	-	297	932	(1,229)
Training & Transportation	2,569	2,836	3,500	3,500	-	-	3,500
Office Supplies	693	802	4,125	4,125	95	-	4,030
POSTAGE	-	-	-	-	202	-	(202)
Non-Capital Equipment	-	-	18,600	17,100	-	-	17,100
Repair & Maintenance Supplies	-	1,400	-	-	-	-	-
Planting Materials	8,276	6,798	30,000	30,000	(8)	-	30,008
Memberships	413	513	940	940	-	-	940
Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Expenditure	<u>\$708,334</u>	<u>866,561</u>	<u>\$1,198,241</u>	<u>\$1,377,692</u>	<u>\$ 152,853</u>	<u>\$ 106,495</u>	<u>\$1,118,344</u>
Revenues Over/(Under) Expenditures	\$ 70,494	110,699	\$ (268,293)	\$ (447,744)	\$ 479,618	\$ (106,495)	\$ (720,437)

**Balance Sheet**

Cash Position			\$1,293,183
Current Receivables			4,655
Unearned Income			397,907
Current Liabilities			-
Encumbrances			(106,495)
Uncommitted Budget			(1,118,344)
Estimated Ending Cash Position	\$787,019	906,009	\$ 470,906

**Expenditure Details**

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>							
Sanitation Contractual Services	\$ 22,152	25,920	\$ 25,920	\$ 25,920	\$ -	\$ -	\$ 25,920
Holiday Décor & Installation	17,350	11,861	20,000	20,000	-	18,870	1,130
Landscape & Maintenance	55,820	193,459	219,080	219,080	8	-	219,072
Snow Removal	38,250	39,678	45,000	45,000	-	5,264	39,736
On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	30,000	-	-	30,000
Planting Materials	8,276	6,798	30,000	30,000	(8)	-	30,008
Total Beautification	<u>\$142,364</u>	<u>277,716</u>	<u>\$ 356,000</u>	<u>\$ 376,000</u>	<u>\$ -</u>	<u>\$ 24,134</u>	<u>\$ 351,866</u>

**Development**

General Marketing (banners, printing, social media)	\$ 4,625	10,258	\$ 30,000	\$ 30,000	\$ 6,915	\$ 3,733	\$ 19,352
Branding	-	118,371	120,000	252,881	54,600	13,320	184,961
Graphic Design	1,474	150	5,000	5,000	-	298	4,702
Photography	1,825	1,850	5,000	5,000	875	25	4,100
Metro Mode / Issue Media	30,000	18,000	24,000	24,000	6,000	6,000	12,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	5,852	2,339	4,250	4,250	-	583	3,667
Website, Constant Contacts	275	226	230	230	-	-	230
Website Hosting & Domain Registration	985	801	1,350	1,350	534	540	276
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art month, Art Spark, Pocket Park Mural, POP-Studen	1,500	5,500	1,000	1,000	-	-	1,000
Fall Promotions	476	193	300	300	-	-	300
Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	-	3,775	10,890
Shop Small Business Saturday	7,201	3,665	7,000	7,000	-	5,650	1,350
Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
Big Read	1,000	-	1,000	1,000	-	-	1,000
Tunes at Noon	-	-	-	-	3,024	-	(3,024)
Friday Nites Concert Series & Food Truck Rally	34,328	32,876	44,600	44,600	4,986	241	39,373
W.Village Commons & Wagner Place Programs	10,368	15,011	29,600	29,600	656	29	28,915
Wagner Place Park Equipment	-	2,280	15,000	26,570	6,505	-	20,065
Main Street Materials	790	-	-	-	-	-	-
Martian Marathon	619	375	500	500	-	-	500
Bike Dearborn	-	250	-	-	-	-	-
Kids Day	-	1,457	-	-	4,145	25	(4,170)
Farmer's Market Promotions	1,729	3,936	-	-	2,940	175	(3,115)
Farmer's Market Contractual Services	5,089	16,509	22,000	22,000	6,153	212	15,635
Building / Business Incentives	-	-	40,000	55,000	-	-	55,000
Other Community Development	13,336	4,479	2,000	2,000	6,300	805	(5,105)
Total Development	<u>\$149,387</u>	<u>284,947</u>	<u>\$ 403,345</u>	<u>\$ 562,796</u>	<u>\$ 103,633</u>	<u>\$ 35,411</u>	<u>\$ 423,752</u>

**Planning & Administration**

Executive Director	\$ 94,570	46,172	\$ 47,996	\$ 47,996	\$ 11,499	\$ 11,502	\$ 24,995
Operations Manager	-	27,742	30,950	30,950	9,027	6,448	15,475
Design & Planning Manager	-	9,400	12,000	12,000	3,500	2,500	6,000
Event Manager, Farmer's Market Manager	9,771	26,738	27,900	27,900	8,138	5,813	13,949
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	11,900	9,767	18,333
Total Directors Expenses	<u>134,405</u>	<u>148,482</u>	<u>158,846</u>	<u>158,846</u>	<u>44,064</u>	<u>36,030</u>	<u>78,752</u>
Wages & Benefits	5,202	87	-	-	-	-	-
Other Office Expenses	7,076	10,629	13,070	14,570	2,223	2,047	10,300
Office Cleaning	-	825	900	900	225	750	(75)
Building Rental	-	10,935	11,010	11,010	2,708	8,123	179
Non-Capital Equipment (lighting, repairs)	-	-	18,600	17,100	-	-	17,100
Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
Parking Debt Contribution	150,000	-	-	-	-	-	-
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration	<u>\$416,583</u>	<u>303,898</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 49,220</u>	<u>\$ 46,950</u>	<u>\$ 342,726</u>
Expenditures	\$708,334	866,561	\$1,198,241	\$1,377,692	\$ 152,853	\$ 106,495	\$1,118,344



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Holiday Décor FYE2020 Executive Committee Meeting

Date Adopted: November 11, 2019

Motioned by: Director Scott Saionz

Seconded by: Director Dan Merritt

**WHEREAS:** The East Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; and

**WHEREAS:** The EDDDA authorized \$12,013.92 in expenditures for the purchase of holiday decor from the Contract Services budget 297-6100-911-34-90 for the following:

- Northern Lights Display: 16 - 24" red bows (\$800), 8 - 15' branch garland(\$1120), 20 - 4' Wreaths (\$5700), 264 - Warm White Mini Lights (100 lights/strand) (\$3960); and from
- Holiday Lights Display: 4 cases Warm White Light Spheres (24) (\$216.96), 2 cases Red Light Spheres (12) (\$108.48), 2 cases Green Light Spheres(12) (\$108.48); and

**WHEREAS:** The Northern Lights Display had exceptions to their bid including: an additional fee for upgraded pole attachments that the EDDDA district uses for the 24" red bows with gold trim; number of lights per strand were at 70 lights opposed to 100 lights-- causing the need for additional quantities to meet the final quantity specified; and shipping charges; and

**WHEREAS:** Holiday Lights Magic Inc. pricing was per light sphere opposed to per case of six, raising the total price; so let it be

**RESOLVED:** The EDDDA Executive Committee authorizes an additional \$4,790.26 for the items detailed below; furthermore, let it be

**RESOLVED:** The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	16 upgraded pole attachments (for 24" red bows) 114 additional light strands Shipping Total:	\$400 \$1710 <u>\$510.66</u> <b>\$2620.66</b>
Holiday Lights Display	Additional Costs for: 4 cases warm white light spheres (24) (add. cost) 2 cases red light spheres (12) (additional cost) 2 cases green light spheres (12) (additional cost)	<b>\$2169.60</b>

Yes: Director Scott Saizon and Director Dan Merritt.

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

## Holiday Décor FYE2020 Executive Committee Meeting

Date Adopted: November 15, 2019

Motioned by: Director Jeff Lynch

Seconded by: Director Sam Abbas

**WHEREAS:** The West Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; and

**WHEREAS:** The WDDDA authorized \$18,870 for the purchase of holiday decor from the Contract Services budget 296-6100-911-34-90 for the following:

- Northern Lights Display: 60-24" red bows with pole attachments (\$3000), 30 - 15' branch garland (\$4200), 6-25' branch garland (\$1362), 6-25' red garland (\$228), 130- warm white mini lights (100 lights/strand) (\$1950); and from
- Bronner's: 6-pole mount displays (\$8130); and

**WHEREAS:** The Northern Lights Display had exceptions to their bid including: an additional fee for upgraded pole attachments that the WDDDA district uses for the 24" red bows with gold trim; number of lights per strand were at 70 lights opposed to 100 lights-- causing the need for additional quantities to meet the final quantity specified; and shipping charges; therefore, let it be

**RESOLVED:** The WDDDA Executive Committee authorizes an additional expenditure of \$1500 for additional charges for upgraded pole attachments; furthermore, let it be

**RESOLVED:** The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendor for the holiday decor as presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	60 - Pole Attachments for 24" red bows	\$1500

Yes: Director Jeff Lynch and Director Sam Abbas

No:

Abstained:  
Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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2019 Holly Berry Brunch Ad

Date Adopted:

Resolution by:

**WHEREAS:** The EDDDA and WDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The EDDDA and WDDDA supports the Dearborn Garden Club's annual Holly Berry Brunch by splitting the cost of a quarter page advertisement in the annual program totaling \$300, payable to Dearborn Garden Club; and

**WHEREAS:** The Dearborn Garden Club distributes 500 copies of the Shop Small passports at the Holly Berry Brunch, helping to market the Shop Small retail event happening November 30 to December 8, 2019; so let it be

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$150.00 from Shop Small Budget Line Item 297-6100-911-51-00, payable to Dearborn Garden Club for a quarter page advertisement in partnership with the WDDDA in the 2019 Holly Berry Brunch program; and further be it

**RESOLVED:** The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Dearborn Garden Club for a quarter page advertisement in the 2019 Holly Berry Brunch program, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Holly Berry Brunch ad

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The WDDDA and EDDDA supports the Dearborn Garden Club's annual Holly Berry Brunch by splitting the cost of a quarter page advertisement in the annual program totaling \$300, payable to Dearborn Garden Club; and

**WHEREAS:** The Dearborn Garden Club distributes 500 copies of the Shop Small passports at the Holly Berry Brunch, helping to market the Shop Small retail event happening November 30 to December 8, 2019; so let it be

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$150 from the Shop Small budget line item 296-6100-911-51-00, payable to Dearborn Garden Club for a quarter page advertisement in partnership with the EDDDA in the 2019 Holly Berry Brunch program; and further be it

**RESOLVED:** The WDDDA Executive Director is authorized to execute a contract on behalf of the WDDDA with Dearborn Garden Club for a quarter page advertisement in the 2019 Holly Berry Brunch program, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2020 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted:

Resolution by:

**WHEREAS:** The EDDDA and WDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2020 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition, mobile and 2,000 print copies distributed; and

**WHEREAS:** The EDDDA and WDDDA are interested in sharing the cost of a full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; therefore, be it

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the WDDDA in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The EDDDA Executive Director is authorized to execute a contract on behalf of the EDDDA with Harbor House Publishers for a full-page advertisement in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2020 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2020 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition, mobile and 2,000 print copies distributed; and

**WHEREAS:** The WDDDA and EDDDA are interested in sharing the cost of a full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; therefore, be it

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 296-6100-911-51-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The WDDDA director is authorized to execute a contract on behalf of the WDDDA with Harbor House Publishers for a full-page advertisement in the 2020 *Dearborn Area Chamber of Commerce Membership Directory*, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

Adopted:



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Metromode Contract Extension Option #2 2019/2020

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA and WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

**WHEREAS:** Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

**WHEREAS:** The EDDDA and WDDDA currently has a contract with Issue Media Group/Metromode for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

**WHEREAS:** The EDDDA exercised the option at the August 15, 2019 joint board meeting for the first, three-month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with expenditures split equally between EDDDA and WDDDA; therefore, let it be

**RESOLVED:** The EDDDA wishes to exercise the second, three-month extension option at \$12,000, to run December 1, 2019 to February 29, 2020, split equally between EDDDA and WDDDA; allocating \$6,000 from Community Promotions account 297-6100-911-51-00; furthermore, let it be

**RESOLVED:** The Executive Director is authorized to execute and sign the contract agreement on behalf of the EDDDA; subject to review and approval by Corporation Counsel.

.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Metromode Contract Extension Option #2 2019/2020

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA and WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

**WHEREAS:** Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and

**WHEREAS:** The EDDDA and WDDDA currently has a contract with Issue Media Group/Metromode for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; and

**WHEREAS:** The WDDDA exercised the option at the August 15, 2019 joint board meeting for the first, three-month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with expenditures split equally between EDDDA and WDDDA; therefore, let it be

**RESOLVED:** The WDDDA wishes to exercise the second, three-month extension option at \$12,000, to run December 1, 2019 to February 29, 2020, split equally between EDDDA and WDDDA; allocating \$6,000 from Community Promotions account 296-6100-911-51-00; furthermore, let it be

**RESOLVED:** The Executive Director is authorized to execute and sign the contract agreement on behalf of the WDDDA; subject to review and approval by Corporation Counsel.

.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MMTP Letter of Support

Date Adopted:

Moved by:

Seconded by:

**WHEREAS:** The EDDDA recognizes the benefit of the Multi-Modal Transportation Plan for businesses, residents and activities in the District; and

**WHEREAS:** The City of Dearborn developed a Multi-Modal Transportation Plan (MMTP) which will be presented for adoption at a City Council meeting in January 2020; and

**WHEREAS:** The MMTP will help the City of Dearborn's eligibility to apply for state and federal funds to improve its walking, bicycle, sidewalk, bridges and streets infrastructure; and

**WHEREAS:** These new investments will transform Dearborn into a 21<sup>st</sup> century city with a safe, healthy, equitable, livable and efficient transportation network that meets the travel needs of all of its citizens; and

**WHEREAS:** The MMTP aligns with the Downtown Dearborn vision and transformational strategies, creating a vibrant Downtown Dearborn experience for all; therefore, let it be

**RESOLVED:** The EDDDA authorizes the Executive Director to submit a letter of support to the Dearborn City Council for the Multi-Modal Transportation Plan.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MMTP Letter of Support

Date Adopted:

Moved by:

Seconded by:

**WHEREAS:** The WDDDA recognizes the benefit of the Multi-Modal Transportation Plan for businesses, residents and activities in the District; and

**WHEREAS:** The City of Dearborn developed a Multi-Modal Transportation Plan (MMTP) which will be presented for adoption at a City Council meeting in January 2020; and

**WHEREAS:** The MMTP will help the City of Dearborn's eligibility to apply for state and federal funds to improve its walking, bicycle, sidewalk, bridges and streets infrastructure; and

**WHEREAS:** These new investments will transform Dearborn into a 21<sup>st</sup> century city with a safe, healthy, equitable, livable and efficient transportation network that meets the travel needs of all of its citizens; and

**WHEREAS:** The MMTP aligns with the Downtown Dearborn vision and transformational strategies, creating a vibrant Downtown Dearborn experience for all; therefore, let it be

**RESOLVED:** The WDDDA authorizes the Executive Director to submit a letter of support to the Dearborn City Council for the Multi-Modal Transportation Plan.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2020 Officer Nominating Committee

Date Adopted:

Resolution By:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

**RESOLVED:** That the EDDDA board authorizes Board members \_\_\_\_\_,  
\_\_\_\_\_ to be appointed to the 2020 Officer  
Nominating Committee.

Yes:

No:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2020 Officer Nominating Committee

Date Adopted:

Resolution By:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee; therefore, be it

**RESOLVED:** That the WDDDA board authorizes Board members \_\_\_\_\_,  
\_\_\_\_\_ to be appointed to the 2020  
Officer Nominating Committee.

Yes:

No:

None:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market/Open House Amendment II 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park and Open House at the Artspace on December 11 from 4 p.m. - 7 p.m.; and

**WHEREAS:** The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market and Open House; and

**WHEREAS:** The final quote from the equipment rental company, S&R Tent Rental, is \$117.60 more than the \$300 approved at the October board meeting; let it be

**RESOLVED:** The EDDDA authorizes expending an additional \$117.60 to S&R Tent Rental for event equipment needs; furthermore, let it be

**RESOLVED:** The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3,000
Santa Joe and Mrs. Tricia/Joe Gronda	Santa Claus/Mrs. Claus - 4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
Gia Warner	Live entertainment	\$500
Jokers 4 Fun LLC	Bounce House	\$240
Dana Woods/Pebbles the Clown	Kids entertainment	\$575
Visual Ronin	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500
Jean Smith	Misc. equipment/blow ups for lawn	\$500
S&R Tent Rental	Open House tables, chairs, table cloths (\$300 approved in Oct. - add \$117.60 more)	Final Total: \$417.60

Yes:

No:

Abstained:

Absent:



# Q2 REPORT

## August-October 2019



# DEARBORN 2019



# TEAM



Brian Boyle

Co-CEO, Issue Media Group

Christian Marcillo

Project Manager

Nina Ignaczak

Project Editor

Veronica Johnson

Project Manager

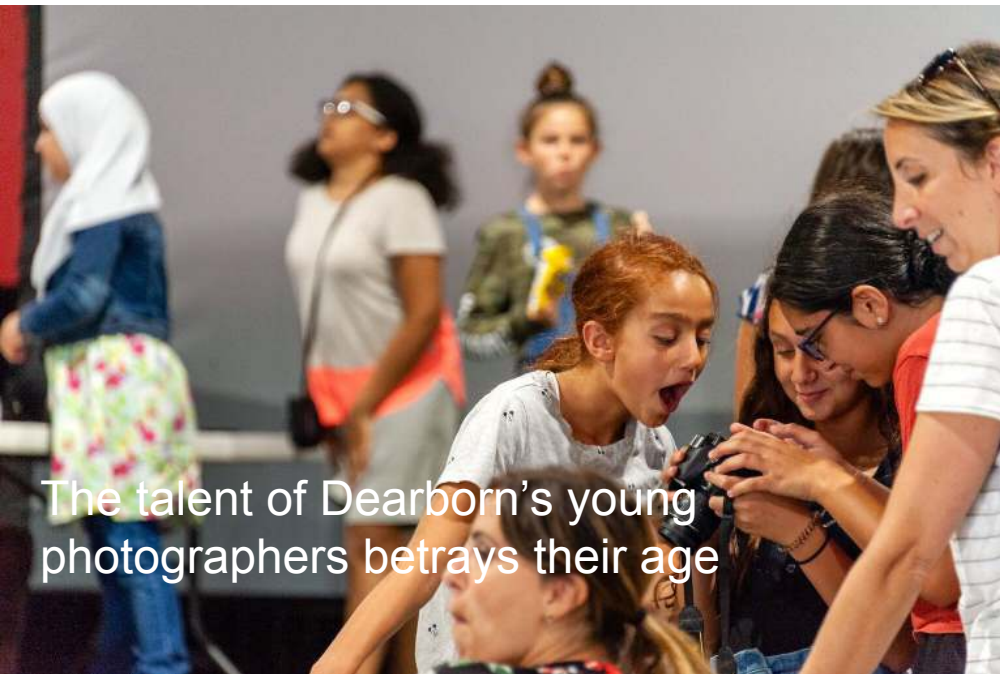
Chrishelle Griffin

Engagement and Event Coordinator

# ABOUT



- Identify and capture the story of innovation, investment and emerging assets that are shaping Dearborn's future.
- Open City Speaker series coverage produced quarterly that fosters a narrative for entrepreneurship in Dearborn while building a better engaged network of people and resources.



The talent of Dearborn's young photographers betrays their age

Stories Published

10

People Reached (pageviews & social reach)

49,344

Total Engagements

2,637

Avg. Time on Page

4:26



# TOP 3 STORIES

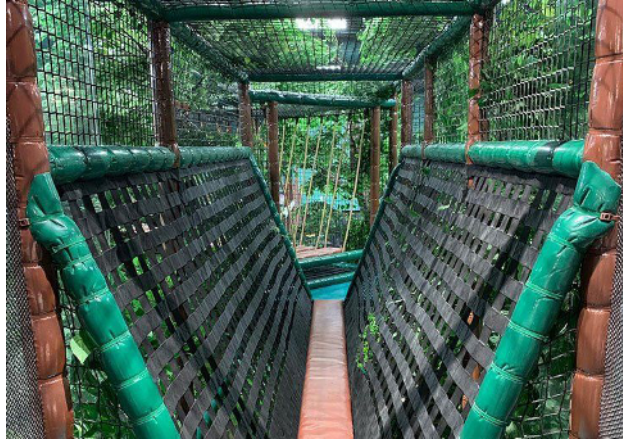


**Q&A: Restaurateur Sam Abbas on his new brunch spot in historic Dearborn hotel**

**PUBLISHED: AUGUST 8**

**REACH: 7077**

**ENGAGEMENT: 838**



**New cafe and children's playcenter hopes to become catalyst for east downtown Dearborn development**

**PUBLISHED: AUGUST 15**

**REACH: 5469**

**ENGAGEMENT: 319**



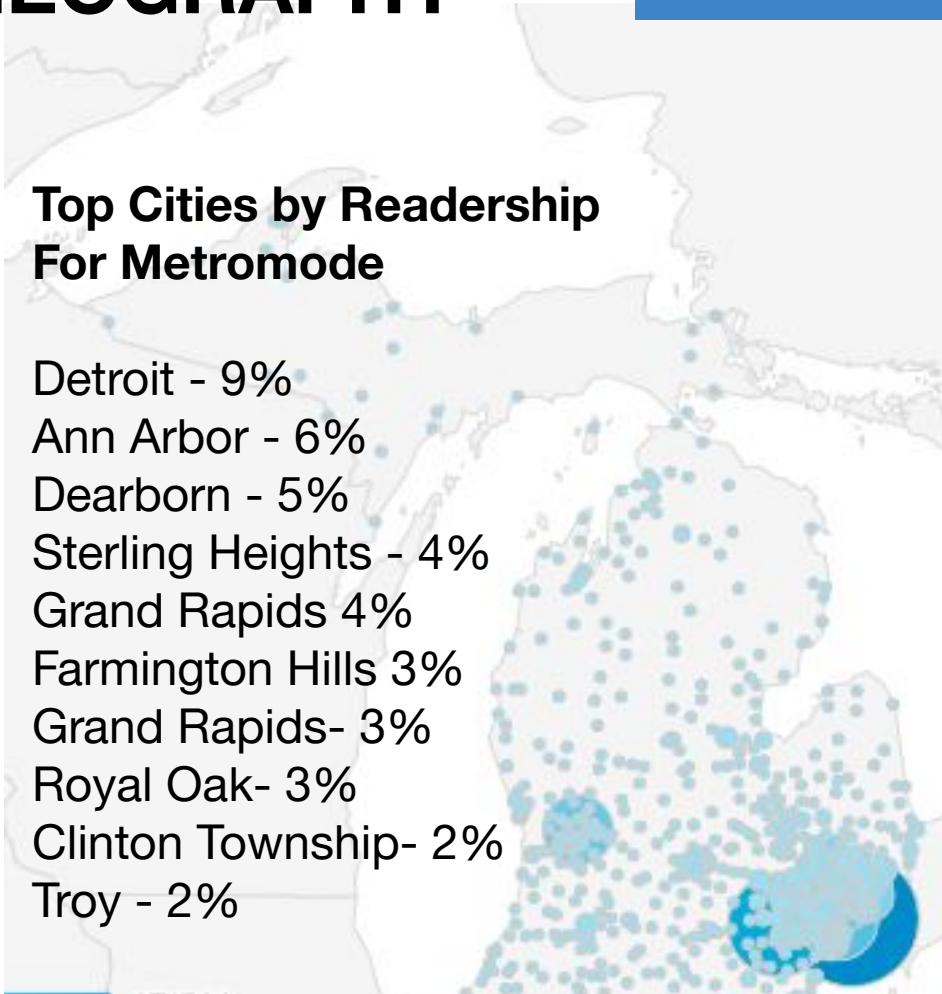
**PHOTOS: Food and beauty in downtown Dearborn**

**PUBLISHED: AUGUST 21**

**REACH: 4910**

**ENGAGEMENT: 56**

## Top Cities by Readership For Metromode

A map of the United States with numerous blue dots of varying sizes representing city locations. The dots are more densely packed in the eastern half of the country, particularly in the Northeast and around the Great Lakes.

Detroit - 9%  
Ann Arbor - 6%  
Dearborn - 5%  
Sterling Heights - 4%  
Grand Rapids 4%  
Farmington Hills 3%  
Grand Rapids- 3%  
Royal Oak- 3%  
Clinton Township- 2%  
Troy - 2%

## Top Metros by Readership For Metromode

Detroit -63%  
Chicago, IL - 6%  
Grand Rapids-Kalamazoo-Battle Creek - 5%  
Nashville, TN- 3%  
New York, NY - 2%  
Los Angeles, CA- 1%  
Washington DC - 1%  
Flint-Saginaw-Bay City- 1%  
Lansing - 1%  
Columbus OH - 1%

# STATEWIDE



## Sharing through Second Wave Network

Number of stories shared to Second Wave: **9**

Subscription Size (Metromode & Second Wave) = 52,972



ARTS AND CULTURE

Q&A: Dearborn's Black Box Gallery owner Ray Alcodray on embracing creativity and structure

TIMOTHY J. SEPPALA | THURSDAY, JULY 25, 2019



ARTS AND CULTURE

Dearborn has a wealth of youth programs to combat the 'summer slide'

TIMOTHY J. SEPPALA | WEDNESDAY, JUNE 26, 2019



COMMUNITY DEVELOPMENT

Four Dearborn businesses that are changing the way we look at old buildings

MJ GALBRAITH | THURSDAY, JUNE 20, 2019



TRANSPORTATION

By connecting people to resources, shared mobility boosts quality of life

BRIAN ALLNUTT | THURSDAY, JUNE 20, 2019

- TCD
- Dearborn Area Community Members
- Dearborn Area Chamber of Commerce
- City of Dearborn Government
- Dearborn Public Library
- The D Brief
- New Release Wednesday
- Eastern Market Partnership
- The Hub Detroit
- Detroit Experience Factory
- Detroit Community Newsletter
- Arab American National Museum
- Artspace Projects



# BEST OF DEARBORN

Sent October 9



**mm metromode**  
*Metro Detroit*



TUESDAY, OCTOBER 08, 2019

Dear Metromode readers,

Welcome to October! We invite you to take a look back at some of our top stories from Dearborn this summer and fall so far. From entrepreneurship to artists to amazing food, we continue to be excited about what's happening in this vibrant suburb.

Thanks for reading!

The Metromode Team

OPEN RATE:

**12.1% - 1531 ppl**

Metromode Average = 14%

CLICK THROUGH RATE:

**8.5% - 130 ppl**

Metromode Average = 12%



OPEN CITY is a forum built for metro Detroit's aspiring and established small business owners to learn, network, and exchange information in a fun and lively atmosphere.

This event is serving as a catalyst activity to promote early entrepreneurship in the city by creating both networking and conversation.

## **OPEN City Dearborn Themes:**

- \* Dearborn's Micro-Districts - June 20
- \* Dearborn Food Experience - September 26
- \* Dearborn Retail Experiences - Retail, Wagner, Shopping- November TBA



*Panelists: from left: Zee Shami, Sam Haider, Sam Abbas, moderator Amanda Saab.*

Build Institute, in partnership with Metromode, presented Dearborn Open City: Taste the Dearborn Experience.

On Thursday, September 26, a number of guests attended the event at Wagner Place West to connect and network with Dearborn food entrepreneurs.

The focus: What's attracting food entrepreneurs to the area; the challenges/opportunities that come with launching and/or growing a business in the city, and what makes Dearborn a good place to grow a food economy business.

Featured speakers included:

- Zee Shami, founder of ZeeTheCook Culinary Studio
- Sam Abbas, owner of Brome Modern Eatery
- Sam Haider, the owner of Modern Greek and Paradise Indian, Moderator: Amanda Saab, owner of Butter Bear Shop in Livonia, and a member of FoodLab Detroit.



Promotion for event:

Pre-coverage:

[Open City: Taste the Dearborn Experience](#); 9.18.19

Post-coverage:

[Open City Recap: Taste the Dearborn Experience](#); 10.9.19

Attendance:

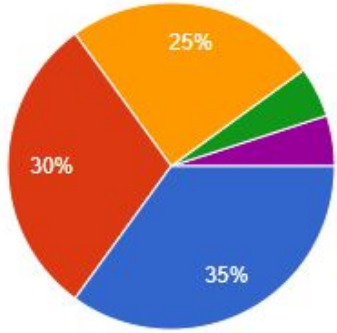
**33**

RSVPS: local hop/Facebook

**68; 94** interested

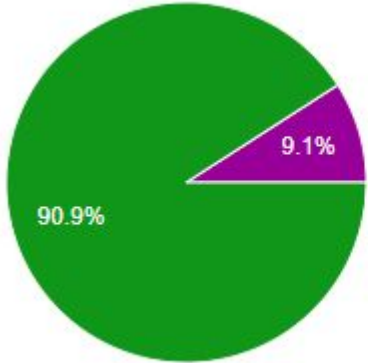
# OPEN CITY 9.26

## Survey Results



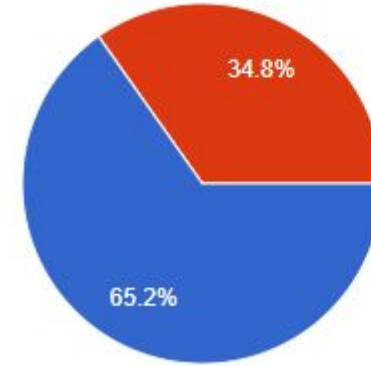
- Metromode
- Word of Mouth
- Social Media
- Zee the cook
- Ford

Where did you hear about the event?



- This is my first visit
- Once a year
- Weekly or more
- Every day I live or work here
- Monthly

How often do you visit Dearborn?

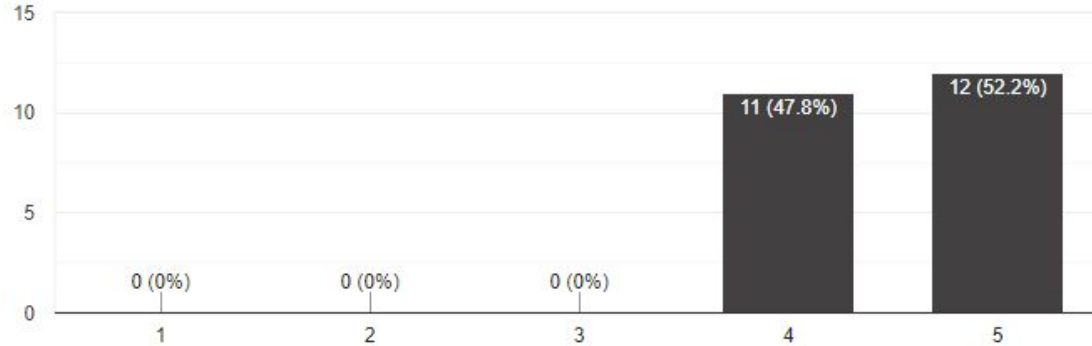


- Yes
- No

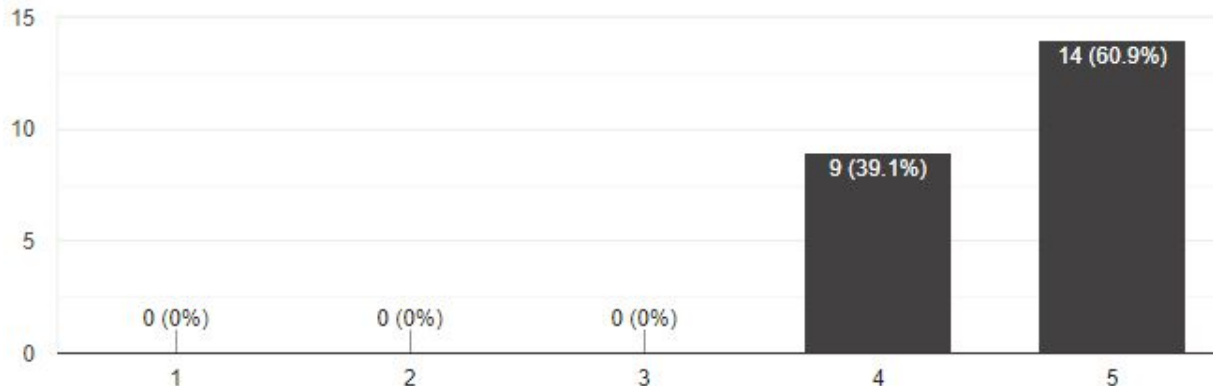
Have you been following the recent Dearborn coverage in Metromode?

# OPEN CITY 9.26

## Survey Results



Speakers and Moderator



Event venue

# OPEN CITY 9.26

## Survey Results



### What did you like most about the event? Room for improvement?

- The site, sincerity of the speakers
- Interesting to see the caliber of panel speakers
- stories and insights of speakers
- one main topic with several speakers discussing that topic
- great panelists, informative topic
- Glad it was inside the Wagner Place, interested to see the progress of the building
- Diverse speakers
- Location! and expertise of the speakers
- open discussion
- it was informative
- articulate panelists, insightful questions good food
- The food, and topic
- Name tags would be helpful, Good communication event
- Adult beverages, couldn't find entrance to the event

### What more would you like to learn about Dearborn?

- retail in downtowns in an internet world.
- ideas regarding business growth
- access to financing, for small business
- increasing community participation in business instead of going outside Dearborn
- Foodlab Detroit sounded really interesting, maybe a spotlight on that, but in Dearborn supporting starting food based businesses
- Fundraising
- recreation of developments, connecting trails and cultural scheduling, opportunities
- religious and secular diversity and understanding
- Signage regulations, uniformity on commercial corridors
- Other businesses besides food-clothing, pedestrian challenges
- How to attract from outside Dearborn
- Pedestrian friendly issues
- Parking, street to walk
- cooking tips



# OPEN CITY 9.26

## Survey Results



**What topic would you like to see discussed at future Dearborn events?**

- Resources available from university and college.
- History of businesses in the city
- Increase transportation in an area
- More about businesses/restaurants soon to be opening, what spaces in the commercial corridor need tenants, have vacancy
- Future development plans, transportation expansion
- Connection to other cities, east and west Dearborn
- Arts and culture, cross cultural relations
- 10 year plan?
- Just more about planning, we need more breakfast options
- Upcoming events



RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
8/8/2019	Q&A: Restaurateur Sam Abbas on his new brunch spot in historic Dearborn hotel	6:33	812	7077
8/15/2019	New cafe and children's playcenter hopes to become catalyst for east downtown Dearborn development	5:34	319	5469
8/15/2019	Streetscape improvements underway in West Downtown Dearborn	4:31	48	4756
8/21/2019	PHOTOS: Food and beauty in downtown Dearborn	2:21	54	4910
9/12/2019	Green Brain Comics celebrates 20 years of putting fans first in Downtown Dearborn	2:56	1101	4396
9/12/2019	More than a Motor City: 5 Metro Detroit walking tours	6:40	179	5041
9/18/2019	Open City: Taste the Dearborn Experience	3:04	5	4251
9/19/2019	The talent of Dearborn's young photographers betrays their age	4:17	85	4626
9/26/2019	Checking in at East Dearborn's City Hall ArtSpace Lofts	3:42	32	4308
10/9/19	Open City Recap: Taste the Dearborn Experience	4:46	2	4510

# GOOGLE SEARCH Rankings



Search Google or type a URL



Through the editorial coverage, and utilizing SEO conventions in Story Titles, abstracts, and stories, we are able to impact placement of Google Search Rankings.

# GOOGLE SEARCH Page One

## Neighborhood Associations - City of Dearborn

[www.cityofdearborn.org](http://www.cityofdearborn.org) › Community ▼

Dearborn Federation of **Neighborhood** Associations. Cherry Hill Estates. Crowley Park **Neighborhood** Association. Dearborn Hills Civic Association. **Dearborn Park Neighborhood** Association. Eastborn **Neighborhood** Association. Ford Homes Historic District. Ford Woods. Fort Dearborn Manor Civic Association.

## Dearborn's eclectic neighborhoods reflect city's diversity

<https://www.secondwavemedia.com> › dearborn-neighborhoods-032317 ▼

Mar 23, 2017 - Salam Aboulhassan is a divorced Wayne State Sociology grad student who grew up in east Dearborn and recently moved to Ford and ...

## Dearborn, Michigan neighborhoods, events and more ...

<https://nextdoor.com> › city › dearborn-mi ▼

Discover your Dearborn neighborhood. ... Nextdoor is the private social network for your neighborhood. ... 41 Dearborn neighborhoods are on Nextdoor. A.

## Dearborn, MI Neighborhood Map - Income, House Prices ...

[www.city-data.com](http://www.city-data.com) › nbmaps › neigh-Dearborn-Michigan ▼

**Neighborhoods:** Aviation, Barclay, Cherry Hill Estates, Crestview, Dearborn Hills, East Dearborn, Fairlane, Ford Homes, Ford Woods, Golfcrest, Golfview, ...

## Dearborn, MI - Neighborhood Scout

<https://www.neighborhoodscout.com> › dearborn ▼

Real Estate in Popular Dearborn Neighborhoods. City Center. Rotunda Dr / Greenfield Rd. Carlyle St / Madison St. Tireman St / Wyoming St. Rotunda Dr / Oakwood Blvd. Ford Rd /

Dearborn neighborhoods

# 2 ranking

# GOOGLE SEARCH Page One



## [Dearborn Entrepreneur Pitch Competition - Facebook](#)

<https://www.facebook.com> › [events](#) › [dearborn-entrepreneur-pitch-compet...](#) ▼

Networking event by Metromode and Downtown Dearborn on Wednesday, June 27 2018 9 posts in the discussion.

## [Entrepreneurship | umdilabs.com](#)

[www.umdilabs.com](http://www.umdilabs.com) › [entrepreneurship](#) ▼

The UM-Dearborn Business Idea Pitch is a competition that help students build ... efforts in supporting local business and encouraging entrepreneurial growth.

## [Young Entrepreneurs Academy - Dearborn Area Chamber of ...](#)

<https://www.dearbornareachamber.org> › [Education](#) ▼

The Metro Detroit Young Entrepreneurs Academy Ambassador's ... Our program, held on the University of Michigan-Dearborn campus, is the recipient of the ...

## [An ecosystem for entrepreneurs grows in Dearborn](#)

<https://www.secondwavemedia.com> › [dearborn-entrepreneur-ecosystem](#) ▼

Mar 29, 2018 - It's also a result of the local business climate in Dearborn, one that offers a robust entrepreneurial ecosystem to help foster projects.

Dearborn entrepreneurship

#4 ranking

# GOOGLE SEARCH Page One



## Downtown Dearborn: Home Page

<https://www.downtowndearborn.org> ▾

THE JOINT BOARD OF DIRECTORS of the EAST DEARBORN AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES, are scheduled to meet ...  
[Things To Do](#) · [Construction Updates](#) · [Get Involved](#) · [Do Business](#)

## THE BEST 10 Restaurants near Downtown Dearborn, Detroit ...

<https://www.yelp.com> ▸ [Detroit, MI](#) ▸ [Downtown Dearborn](#) ▸ [Restaurants](#)

Best Restaurants in **Downtown Dearborn**, Detroit, MI 48124 - The Himalayan Flames, Sheeba Restaurant, Ford's Garage, Noah's Smokehouse, Mint 29, La Fork, ...

## Top Rated Restaurants Downtown Dearborn, Detroit, MI ...

<https://www.yelp.com> ▸ [Detroit, MI](#) ▸ [Downtown Dearborn](#)

Reviews on Top Rated Restaurants in **Downtown Dearborn**, Detroit, MI 48124 - Sheeba Restaurant, The Himalayan Flames, Ford's Garage, Mint 29, L.A. Bistro, ...

## Downtown Dearborn (@DearbornDtown) | Twitter

<https://twitter.com> ▸ [dearborndtown](#) ▾

The latest Tweets from **Downtown Dearborn** (@DearbornDtown). Dearborn is coming together in a new & exciting way! We are bringing West and East Dearborn ...

## Dearborn to unify downtown districts along Michigan Avenue

<https://www.secondwavemedia.com> ▸ [metromode](#) ▸ [features](#) ▸ [downtown-d...](#) ▾

Jan 26, 2017 - In a time when suburbs across the region and nation are struggling to create walkable districts, **Dearborn** possesses not one but two ...

# Downtown Dearborn

## #5 ranking





# CITY OF DEARBORN MULTIMODAL PLAN

خطة مدينة ديربورن متعددة الوسائل



# Plan Overview

- Introduction & Background Information
- Inventory & Analysis
- Infrastructure Recommendations
- Implementation
  - Policies, Studies, Programs, Metrics

# INTRODUCTION & BACKGROUND INFORMATION



# Goals of the MMTP

- Make travel more accessible to everyone in the community.
- Design streets to be safe, comfortable, and convenient for people who walk, bike, take transit and drive.
- Create beautiful streets that attract people and business.
- Provide policies, programs, and infrastructure that support walking, bicycling and transit.

# Past Plans & On-going Efforts

Map 5.5: Conceptual Non-Motorized Transportation Connections

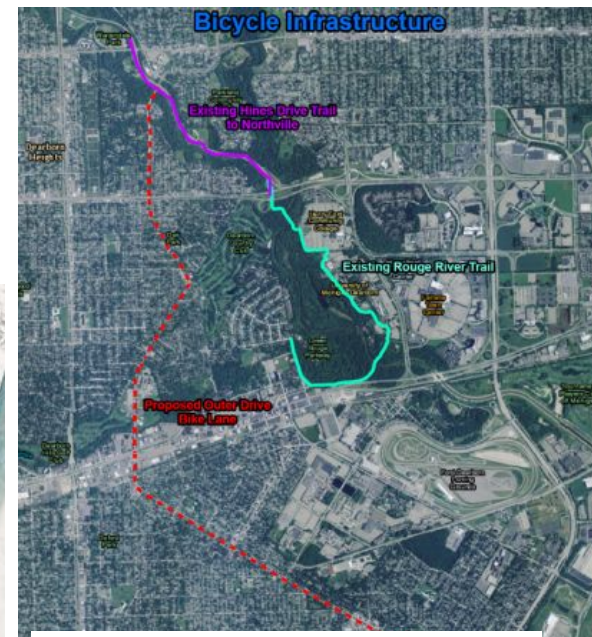


City Master Plan Connections

Central Loop



Bicycle Infrastructure

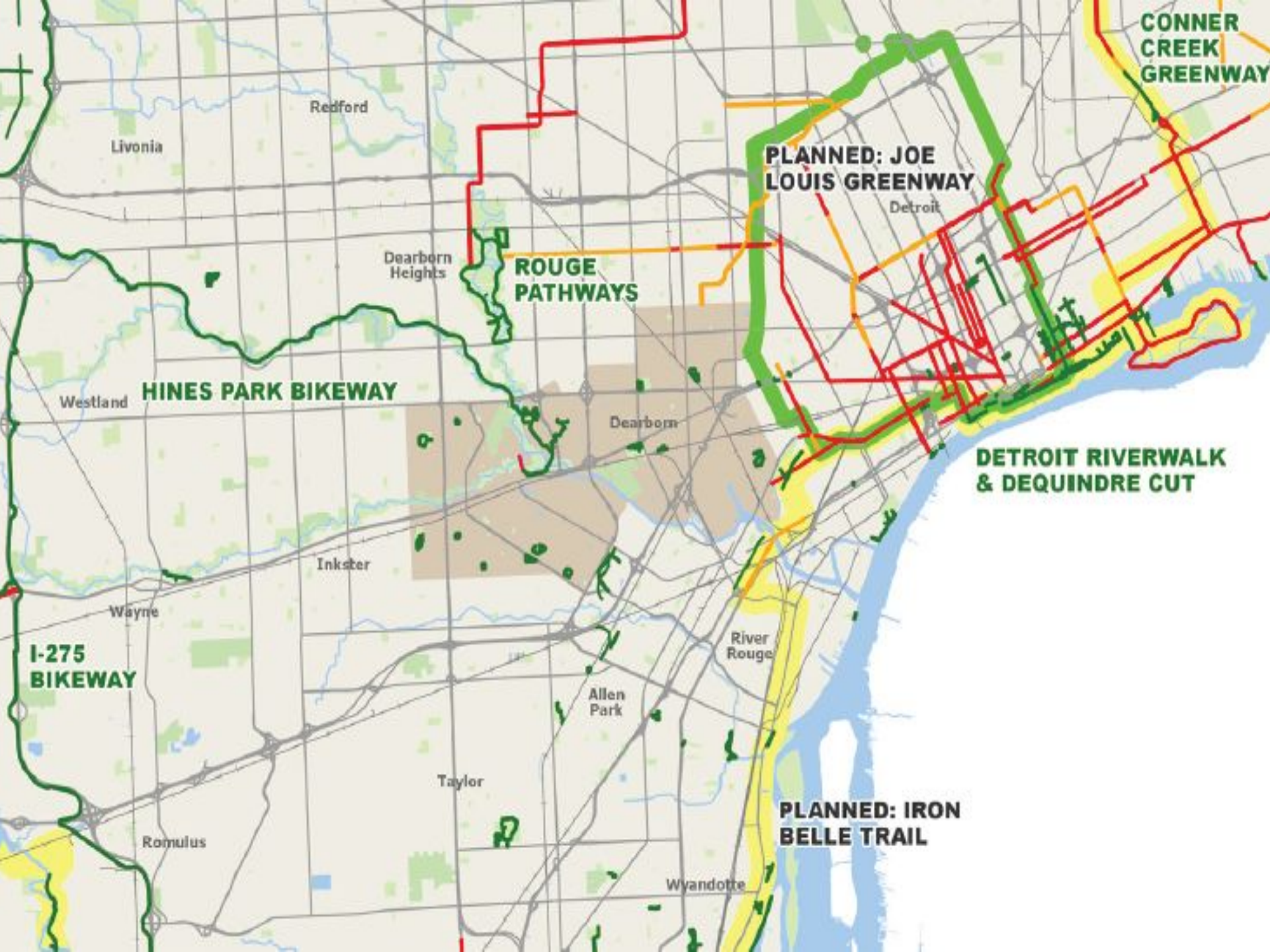


Rouge/Hines/ Outer Drive

Rouge Gateway Plan







**CONNER  
CREEK  
GREENWAY**

**PLANNED: JOE  
LOUIS GREENWAY**

**ROUGE  
PATHWAYS**

**HINES PARK BIKEWAY**

**DETROIT RIVERWALK  
& DEQUINDRE CUT**

**I-275  
BIKEWAY**

**PLANNED: IRON  
BELLE TRAIL**

# Engagement & Input

WalkBike.Info

Communities 



[Home](#) | [Draft Plan](#) | [Schedule](#) | [Downloads](#) | [Arabic](#)



[Click here to view the draft plan!](#)

[www.walkbike.info/dearborn](http://www.walkbike.info/dearborn)





# Resident Input



86%



66%



14%



92%

**How People Get Around  
Dearborn**

# Resident Input: Existing Issues



- Lack of sidewalks and poor sidewalk conditions were mentioned by half of the respondents
- Traffic and safety came up in 17% of responses
- Michigan Ave. specifically called out as problematic for a variety of reasons



- 33% want more bike trails
- 28% would like to see more bike lanes
- 13% mentioned poor road conditions
- 12% mentioned lack of bike parking
- About 1/3 of all comments related to traffic, safety and drivers



# Resident Input: Existing Issues



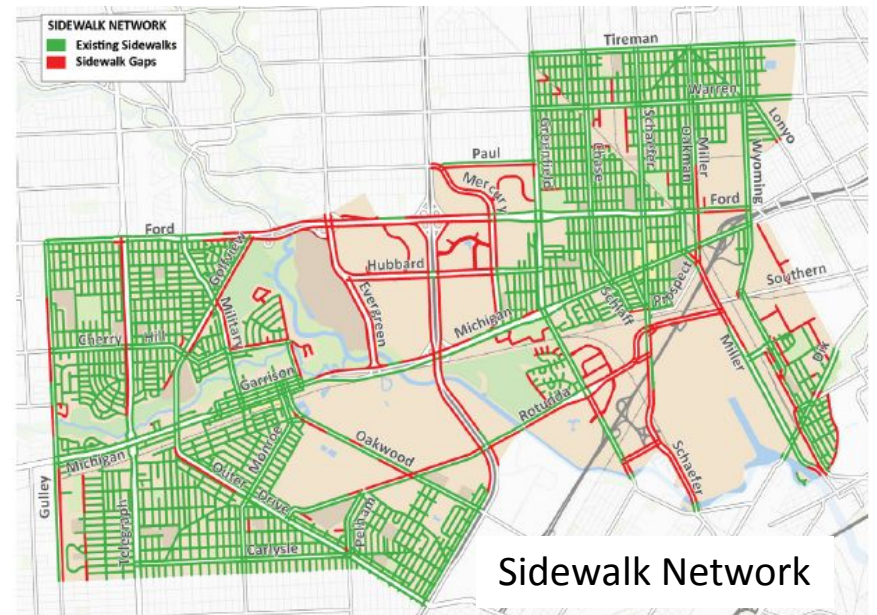
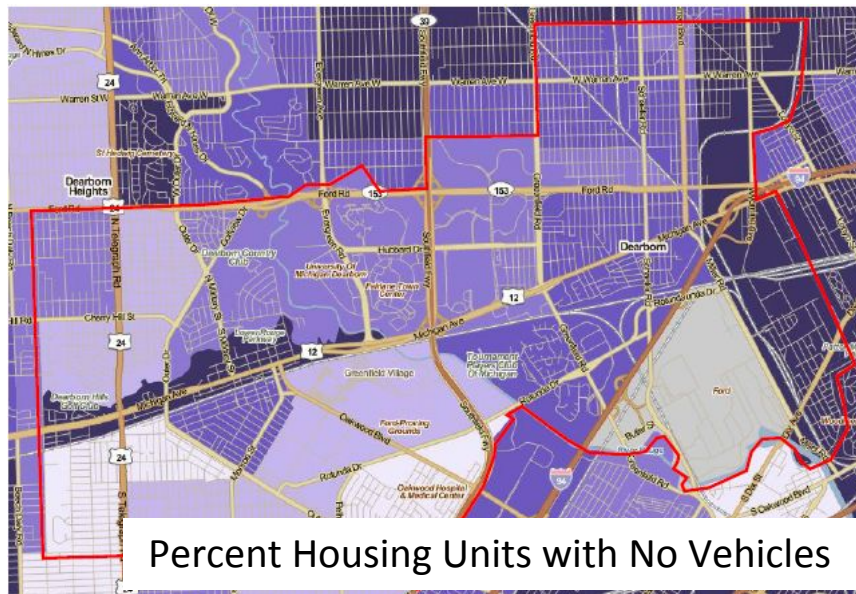
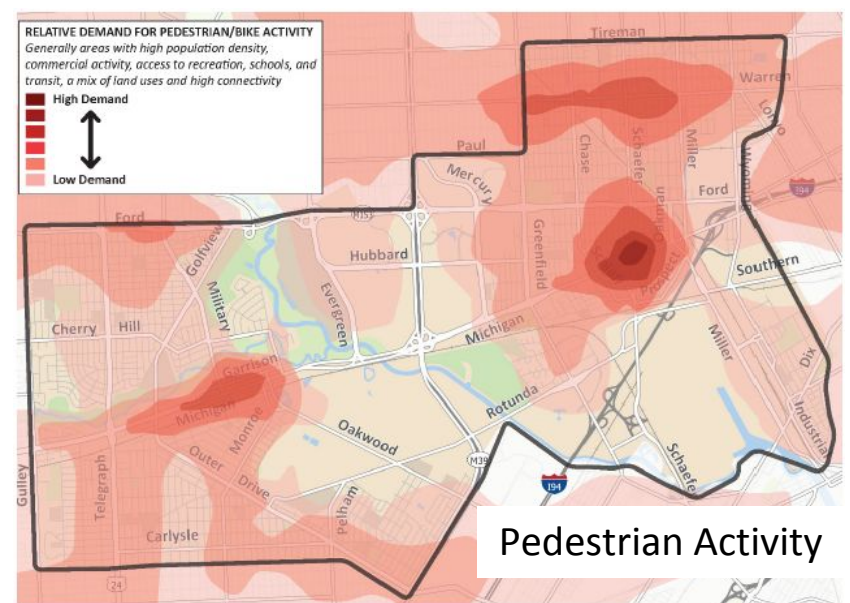
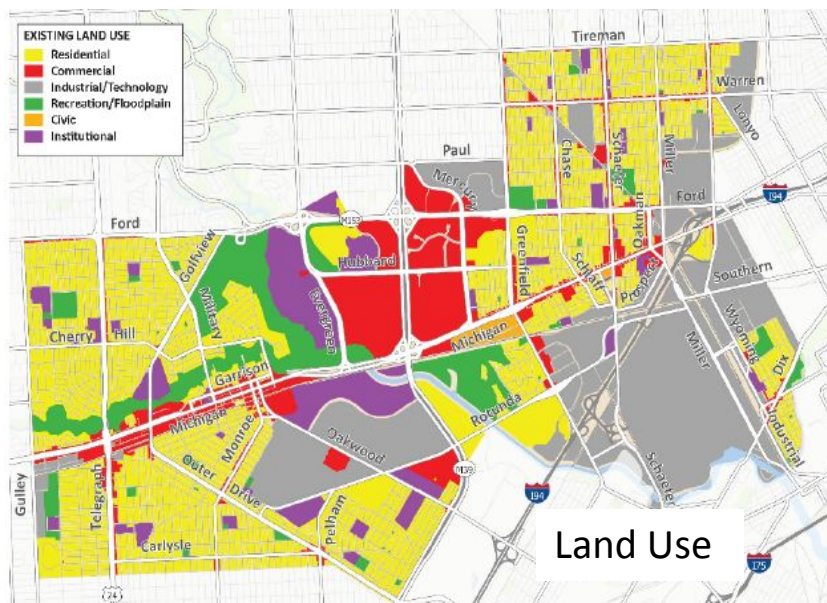
- Inconvenient bus stop locations and routes
- Lack of shelters
- Not understanding the system
- Not time efficient way to travel - but like new FAST bus
- Like the train, but not in its current form



- Poor pavement condition and pot holes - 40%
- 25% mentioned traffic congestion with school traffic and Michigan Avenue noted specifically



# INVENTORY & ANALYSIS



# One Goal- 3 Plans

Immediate Focus



**Strategic Implementation Plan**

Implement As Opportunities  
Present Themselves



**Near-Term Enhancements**

Incorporate Into Major  
Construction Projects



**Long-Term Vision**



# Strategic Implementation Plan



The Strategic Implementation Plan highlights projects that the community should focus on over the next decade. These improvements were selected because they met at least one of the following:

- Relatively easy & low cost to implement
- Critical to the safety and welfare of all transportation users
- Community priority
- Creates a framework for the multi-modal network to build on

## LEGEND



**Sidewalk Gaps:** Address critical missing sidewalks



**Bikeways:** Network of bike lanes, separated bike lanes, signed bike routes and shared use pathways



**Existing Off-road Trails:** Add amenities and increase maintenance to improve user safety and experience on existing trails



**Greenways:** Further study needed to expand greenway connections across the city



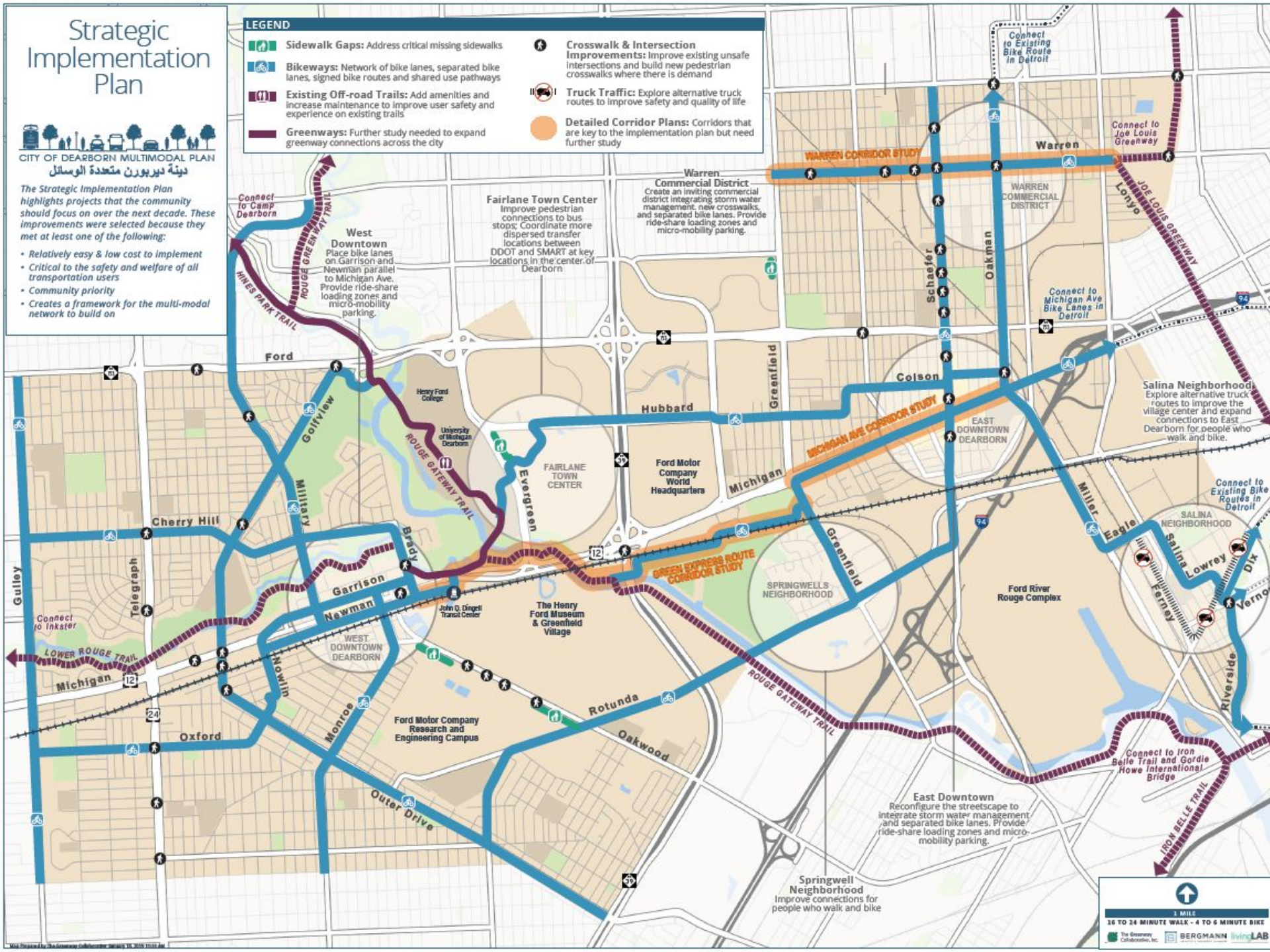
**Crosswalk & Intersection Improvements:** Improve existing unsafe intersections and build new pedestrian crosswalks where there is demand



**Truck Traffic:** Explore alternative truck routes to improve safety and quality of life



**Detailed Corridor Plans:** Corridors that are key to the implementation plan but need further study



# Strategic Implementation Plan

These improvements were selected because they met at least one of the following:

- Relatively easy and low cost to implement
- Critical to the safety and welfare of all transportation users
- Community Priority
- Creates a framework for the multimodal network to build upon
- Primarily low to moderate stress facilities
- Evenly distributed routes
- Links to key destinations

## Costs and Budgets

Hard Costs: \$5.3 million

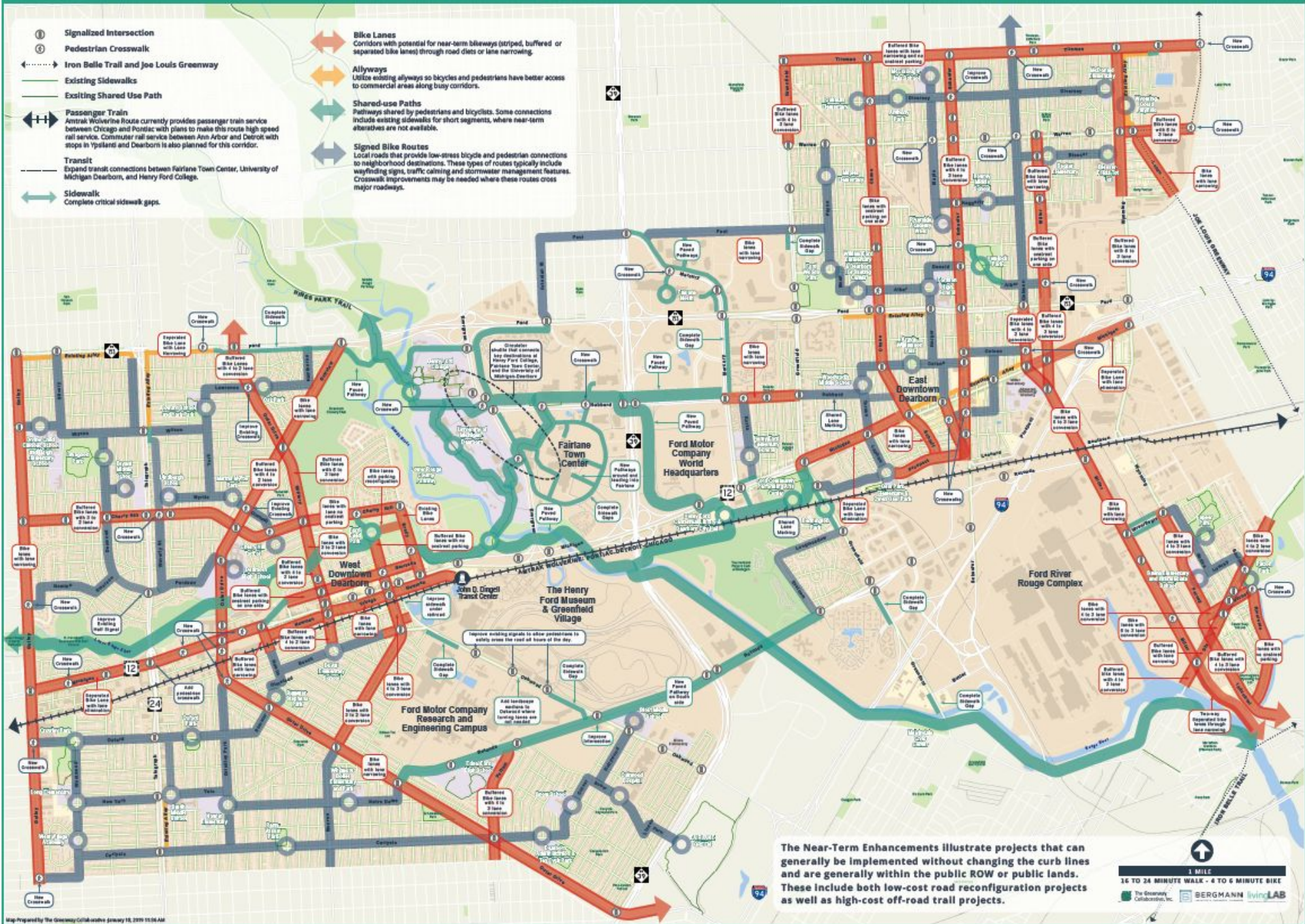
Soft Costs: \$1.3 million

**Total Budget: \$6.6 million**



# NEAR-TERM ENHANCEMENTS

- ① Signalized Intersection
- ② Pedestrian Crosswalk
- Iron Belle Trail and Joe Louis Greenway
- Existing Sidewalks
- Existing Shared Use Path
- Passenger Train
- Transit
  - Expand transit connections between Fairlane Town Center, University of Michigan Dearborn, and Henry Ford College.
- Sidewalk
  - Complete critical sidewalk gaps.
- Bike Lanes**
  - Corridors with potential for near-term bikeways (striped, buffered or separated bike lanes) through road diets or lane narrowing.
- Allyways**
  - Unlike existing allyways so bicycles and pedestrians have better access to commercial areas along busy corridors.
- Shared-use Paths**
  - Pathways shared by pedestrians and bicyclists. Some connections include existing sidewalks for short segments, where near-term alternatives are not available.
- Signed Bike Routes**
  - Local roads that provide low-stress bicycle and pedestrian connections to neighborhood destinations. These types of routes typically include wayfinding signs, traffic calming and stormwater management features. Crosswalk improvements may be needed where these routes cross major roadways.

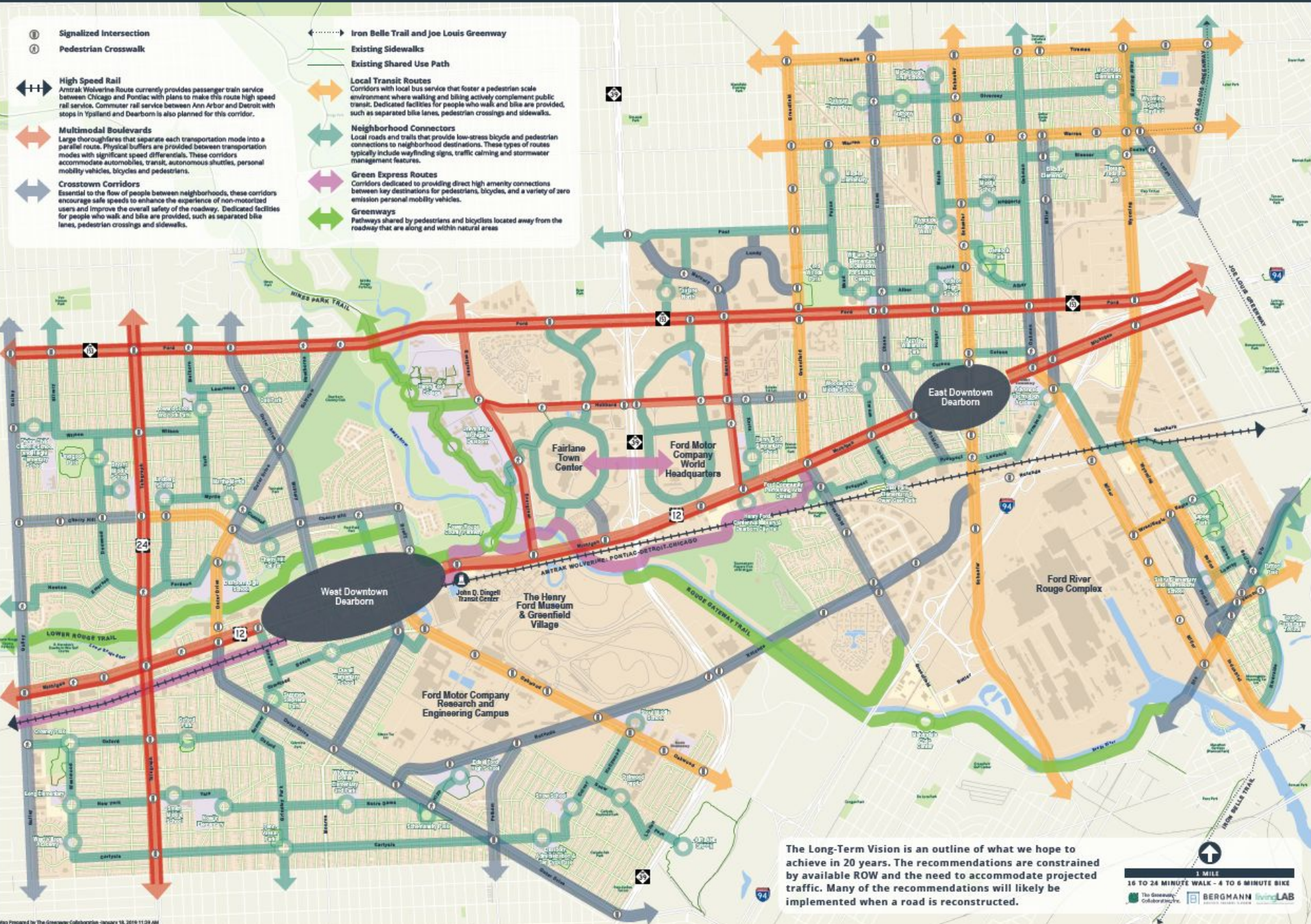


The Near-Term Enhancements illustrate projects that can generally be implemented without changing the curb lines and are generally within the public ROW or public lands. These include both low-cost road reconfiguration projects as well as high-cost off-road trail projects.

1 MILE  
16 TO 24 MINUTE WALK - 4 TO 6 MINUTE BIKE  
The Greenway Collaborative, Inc. BERGMANN livingLAB

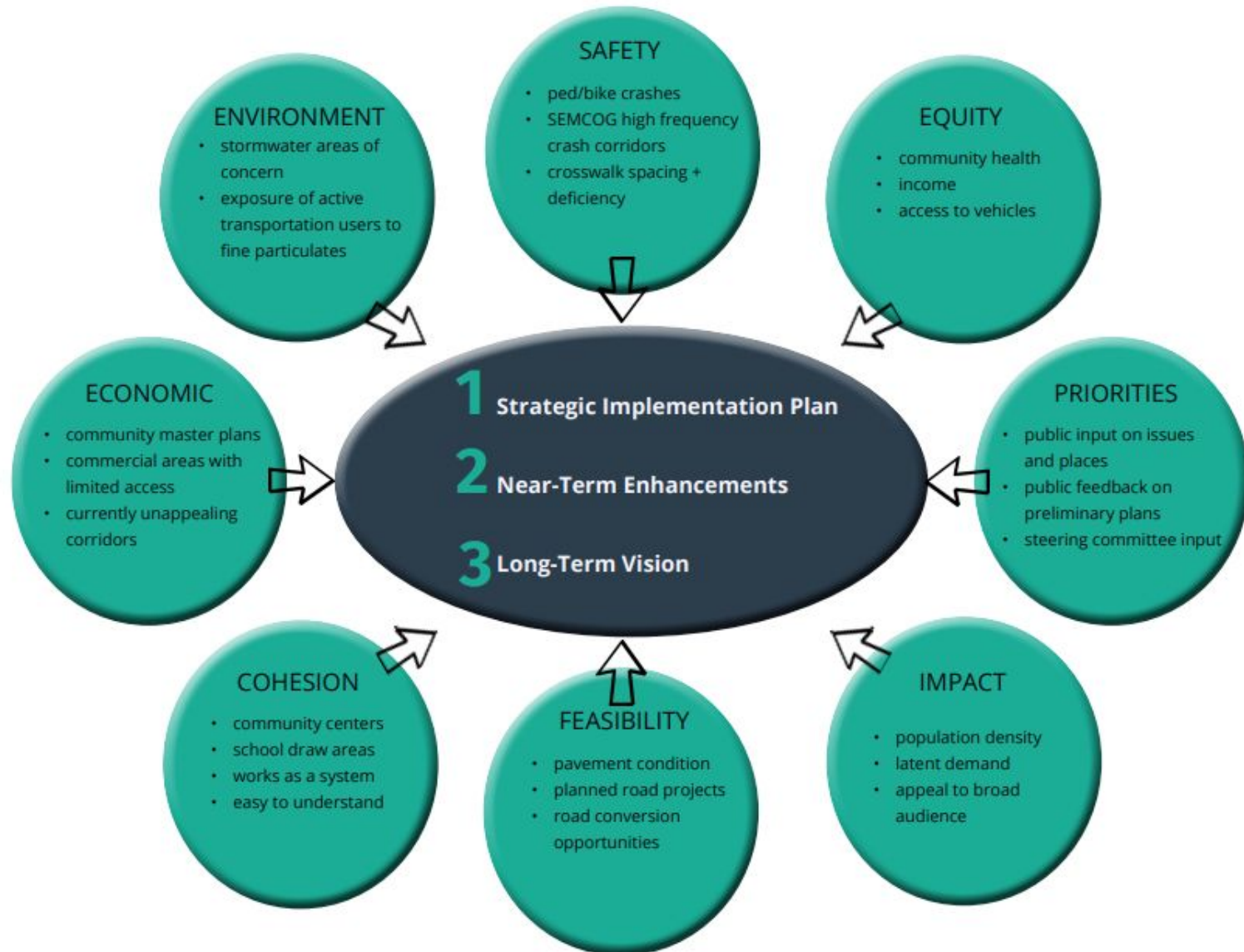


# LONG-TERM VISION



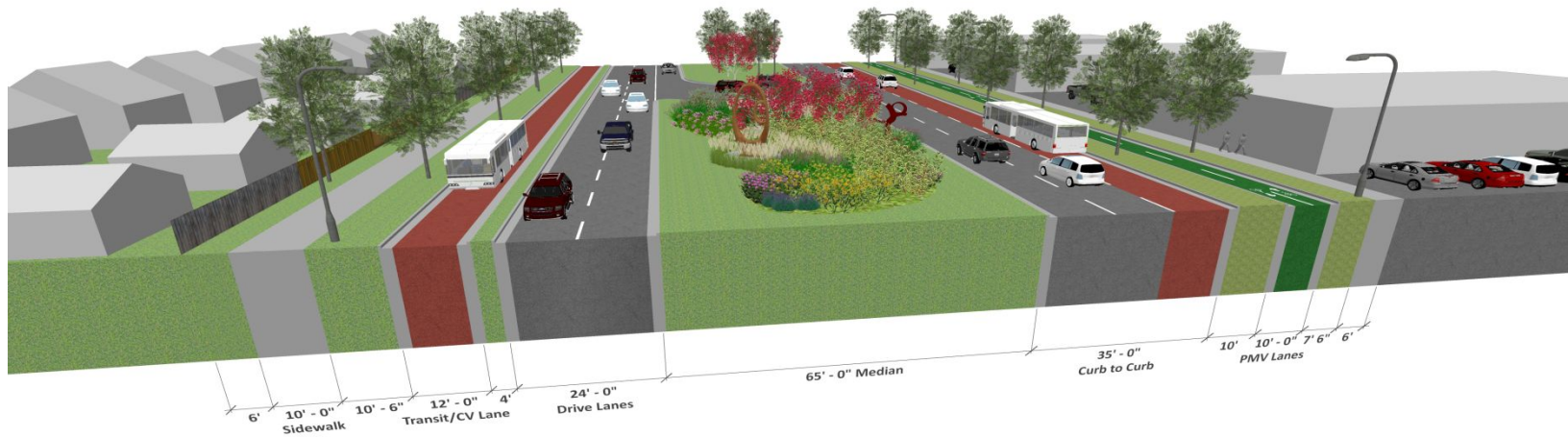


# Factors to Consider when Developing Regulations



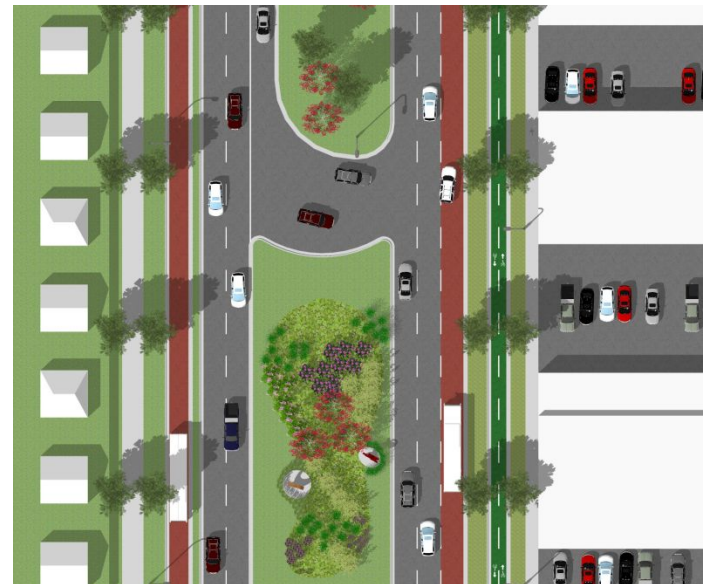


# Telegraph Road



## Telegraph Road from Ford Road to Dartmouth Street

- ✓ There are 4 lanes northbound and 3 lane: southbound
- ✓ Almost all of the commercial activity is on the east side (northbound lanes)
- ✓ Remove one lane and add two-way separated bike lanes on east side (northbound lanes)
- ✓ Shared use path on west side
- ✓ Designated transit / Connected Vehicle lanes



# Ford Road – Gully to Melborn



## Ford Road from N Gully Road to Melborn Street

- ✓ Separate personal mobility vehicle (PMV) lanes



- ✓ Side running designated transit/ connected vehicle lanes



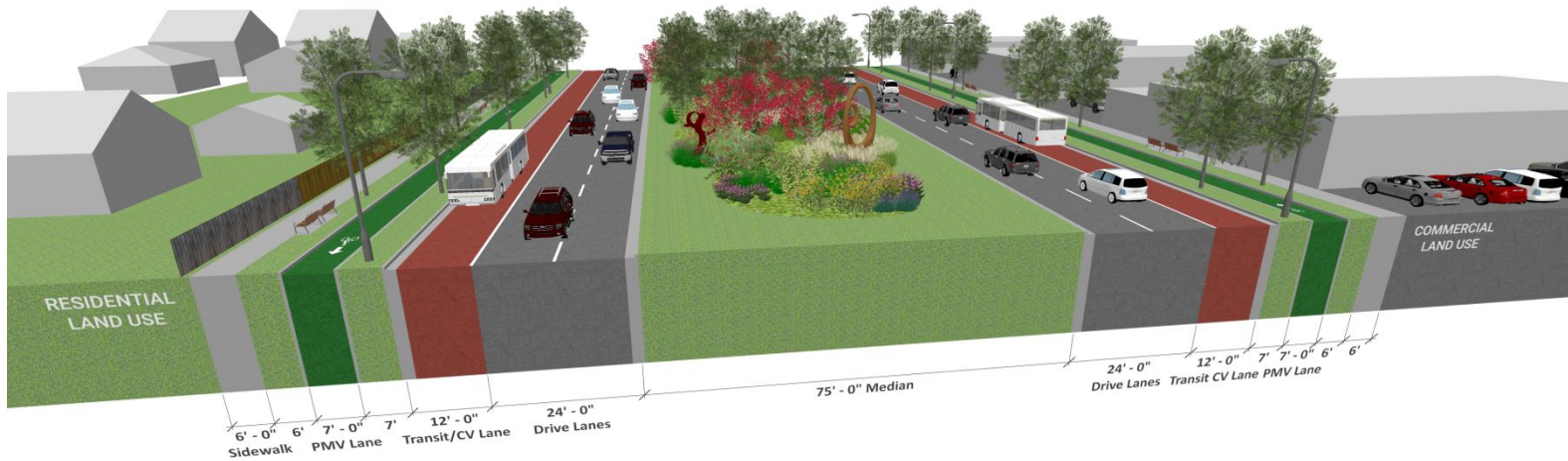
- ✓ Use landscaping and rich materials to create pedestrian scale environment



- ✓ Landscaped medians that incorporate stormwater management and public art

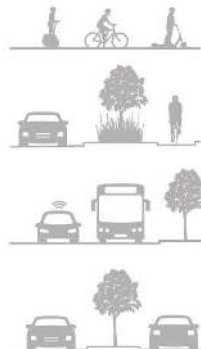


# Ford Road – Melborn to Wyoming



## Ford Road from Melborn Street to Wyoming Avenue

- ✓ Separate personal mobility vehicle (PMV) lanes adjacent to sidewalk
- ✓ Landscaped buffer between street and PMV lanes
- ✓ Side running designated transit/ connected vehicle lanes
- ✓ Incorporate landscaped medians when center left turn lane is not needed





# Thank You!

## Questions?



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Senior Planner  
City of Dearborn  
[jpolkowski@ci.dearborn.mi.us](mailto:jpolkowski@ci.dearborn.mi.us)  
(313) 943-2173





# EXECUTIVE REPORT

11/18/19

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## DOWNTOWN DEARBORN STEERING & EXECUTIVE COMMITTEE

- See Committee Reports
- A Board Training was provided last week. For those who were unable to attend the training, but would like to schedule another time, please do so by contacting Janet Bloom at [info@downtowndearborn.org](mailto:info@downtowndearborn.org). In the meantime, you may access the training materials at <https://drive.google.com/open?id=1RyQKsbk3SzlSU6mfGE3WMaSeCefwPK9V>
- Board member Call to Action: Fund Development—Board members need to identify 3-5 businesses or organizations that they can approach and introduce the downtown vision, goals and needs for support. A **sample letter** to make those introductions is attached. You can use this both in writing and conversation. Once you have identified your targeted businesses, please confer with the Executive Management team to provide cross-coordination prior to reaching out to the company/organization. We ask that you set-up a meeting for further conversation in which both the Executive Director and you can be in attendance to discuss our efforts. The Executive Director will also help prepare any materials necessary for those meetings.
- RFP for Communications & Marketing in process. Boards may want to extend the Tanner Friedman contract by one month to better position it within the calendar year due to the holidays and Dearborn Restaurant Week. Extension of the contract should be made at December Board meeting.
- Executive Management contract with POW! Strategies expires December 31, 2019. The RFP is still in process, and depending on the results of process, the current contract will either need to be extended to allow for more time to work through the process or a new contract will be brought forward at the December meeting.

## PROMOTIONS/ORGANIZATION

- Event Analysis is attached.
- Branding presentation to Council is on November 19. Branding launch will begin December 10.
- The third and final Open City event with Metromode and the BUILD Institute is December 3<sup>rd</sup> at 5:30pm at the Arab American National Museum focused on the retail industry.
- Committee report attached.

## **DESIGN/ECONOMIC VITALITY**

### Joint Items

- The next Tackling Vacancies Property Owner Roundtable was rescheduled for November 21 due to numerous schedule conflicts with the committee.
- Reviewing draft plan for bike rack installations for 2020.
- Developing design “cheat sheets” for businesses.
- Received additional inquiries for interest in the Open Door Dearborn business grant from EDDDA businesses/properties, including co-working space and accounting business. Developing a community outreach plan to personally visit businesses and review the opportunities. Met with M Cantina to discuss the sidewalk café project – still haven’t received an application. Discussed potential for Blick in the spring of 2020.
- In process of developing grant submittal for Bloomberg Art Asphalt grant.
- Report is attached. November meeting is cancelled in lieu of Tackling Vacancies Property Owner Roundtable.

### WDDDA

- Connector Streets – streets are open to through traffic at this time. Reviewing options for valet services for Monroe in Spring 2020.
- Brady Site – Gateway Redevelopment – RFP team assembled and reviewed draft RFP.
- Wagner Place –Lash & Company is open; Paradise Briyani will be opening this week and Modern Greek the following week. Jolly Pumpkin holding media announcement November 20.
- Trash Receptacles needed for W. Village Drive – two existing bins in storage will be placed; and there are additional receptacles and benches that need powder coating – bid is being processed.
- Highly recommend conducting a parking demand analysis study.

### EDDDA

- First tenant signed for Artspace Connector!
- Intercept survey work has been underway. Final report will be provided by end of December.
- Schaefer Lighting project – lights are in, but still need to be electrified.
- Sustainable Parking Lot project – revising RFP for items that will be bid as opposed to part of RFP. Met with DTE to review lighting plan. Developed concept for Kidcadia alley.
- Trash Receptacles –installation being scheduled.
- Blick is interested in partnering on a mural for the side of their building.
- 2 Mill Levy – November-December draft – Finance/Assessing want to know whether or not this is still desired.
- Parking – defined short term parking needed for 5050 lot
- Seating at Fish Market Mural - finalizing options for BID
- City Hall Park redesign in RFP development.

# METROMODE STORIES

<http://www.secondwavemedia.com/metromode/cities/dearborn/default.aspx>



ARTS AND CULTURE

## **Dearborn's Stout Middle School celebrates its students' uniqueness through theater**

PATRICK DUNN WEDNESDAY, NOVEMBER 13, 2019

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TRANSPORTATION

## **How do U of M Dearborn and HFCC students get to class without driving?**

DAVID GIFFORD THURSDAY, NOVEMBER 07, 2019

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ECONOMIC DEVELOPMENT

## **Dearborn's older buildings 'open door' to new development**

PATRICK DUNNTHURSDAY, OCTOBER 17, 2019

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DEVELOPMENT NEWS

TECHNOLOGY AND INNOVATION

## **The Henry Ford releases curriculum designed to turn middle schoolers into innovators**

MJ GALBRAITHTHURSDAY, OCTOBER 17, 2019



# DEARBORN BIKE SHARE MEETING

October 24, 2019

10:00am

Attendees: Dave Norwood, Sara Gleicher, Hassan Sheikh, Mark Brigolin, Tracy Besek, Tim Harrison, Cristina Sheppard-Decius and Janet Bloom

## AGENDA

### I. Maintenance

- A. Current Bike Issues – Solutions  
Issues: lights, bells, fenders, chains off, crank arm, logos off, can't access – not available on app, appears maintenance is once a month. At U of M, peeling paint, rust issues.
- B. Hibernation Plans – U of M would like to keep full fleet out and then a few at all other stations. Ask Zagster to fly in to meet prior to hibernation time to address issues. Dec. 15 to go to half fleet.

### II. Updates? 2020 Plans, Stations & Other Amenities

#### A. Other Locations & Sponsors?

- 1. Fairlane Town Center –Patrick to follow up. Mark meet with Assad and asked for a pause.
- 2. Wagner Place – Chris Small update – ready to roll out plans for bikes and scooters. Beaumont can put student intern on.

#### B. Scooters Update

### II. Webinar Feedback & Ideas – company will be sending out presentation

### III. 2020 Plans – Zagster contract expires June 12, 2020

### IV. Marketing & Membership

- A. Blog – no updates
- B. Survey UofM Riders – Pat to send codes for incentives and provide data/CSD to send survey questions; Use Google form and scale comments. Mark to check. Send to Dean of Students before survey goes out. Incentives? Just ask 5 substantial questions. Get experience now before long breaks so it is fresh in their minds.

**C.** Open Streets Feedback – 300 participants

Group wants to have Zagster out in November and conference call in December.

Bikedearborn = ½ off annual membership

bikemonth = 1 free ride (used in eblast and social for the month of May)

visitdearborn = 1 free ride (used in our brochure rack card)

freeride = 1 free ride (used in conjunction with our hoteliers and Wagner Place employees)

# Downtown Dearborn

## Design & Economic Vitality Committee

### Minutes

October 23, 2019 @ 2pm

DDDA Office, 13615 Michigan Ave.

Attendees: Emmajean Woodyard, Mike Kirk, Adam Easterly, Steve Horstman, Mark Guido, Tom Clark, Jeff Watson, Hassan Sheikh, and Cristina Sheppard-Decius.

#### 1 HOT ACTIONS

- **Public Art**

- Sculpture/Art 2020 – Michigan Sculpture Initiative/Detroit Design Center (2 yrs) – ends May 2020. Need more selection. Consider moving to outright purchases rather than rotating pieces. Need to put plan in place.
- Art in Public Spaces Plan 2020/2021

- **Tackling Vacancies Property Owner Roundtable**

- November 21 (4- 5:30 pm)
- [Review Notes](#)
- Draft [Agenda](#)  
Need to decide what we want to tell property owners. Jeff Lynch reaching out to Mid-America on doing a real estate report. Nick doing assessment and giving punch list of items for businesses to do.

- **Open Door Dearborn Incentives**

- [Quick Info Sheet](#)
- Committee Outreach Report
- Education/Resource Teams/BAT (Business Assistance Teams) Approach
- [Criteria for Application Review](#)
- Developing a Criteria Form/Application for Architects
  - [Suggested Design Asst. Firms](#)
- Funding Opps
  - CDBG Update
  - CRA Update
  - Community Lenders/Banks Update
  - Michigan Main Street for Select Level Communities

Jeff Watson noted IRS note that city can check that owner is up to date on tax payments. Concern

of

information share to the city. Added by legal department. Consider how we present that request or another way to obtain. Might be able to obtain tax transcript.

Level 1 and Level 2 - no “claw back”. Yes for \$10k and above. A lien is placed on property and is spread out over 4 years.

Community Block grant - earliest would be July 1, 2020. Conversations still ongoing.

Committee “may” consider the following items. Don’t lock committee in to particular verbiage. Need some type of scoring system. Might use a weighted system based on importance of items.

- **Open Cities/ Metromode:**

- Next Event - December 3, 2019; have more roundtable type talks - still working on.
- Quarterly Report

## 2 Updates & To Do’s

- **Recruitment** - drill down on properties; at next meeting look at specific businesses and offer suggestions
- **Public Spaces & Amenities**
  - Seating at Fishnet Studios/Mural
- **Incubator/Co-Working Hubs –**
  - Launch Lab Concept – Steps to Bring it to Fruition?
    - Round Table with Entrepreneurs for Strategy on Needs/Missing Links
    - BUILD Institute Partnership?

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
<b>Objective: Recruit Businesses (1.75)</b>	<b>Adam/Hassan/ Andrea</b>	<b>TASKS</b>	<b>IMPORTANT DOCS</b>
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> <li>• Recruitment of an Incubator/Co-Working Space</li> <li>• Metromode Follow Up</li> <li>• Partners</li> <li>• Funding!!</li> <li>• Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u></li> </ul>	<a href="#">Metromode DRAFT Summary</a> <a href="#">Launch Lab Framework</a> Launch Dearborn <a href="#">Vision Plan Draft</a> Entrepreneur Ecosystem <a href="#">Committee Notes</a>
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> <li>• Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop</li> <li>• EDDDA Intercept Survey – In Process</li> <li>• Vacancy Roundtable – Nov. 21</li> <li>• Keller Williams Sub-Committee</li> </ul>	<a href="#">Open Door Dearborn Vision Vacancy Roundtable</a> Business Promotion Micro-Grant <a href="#">link</a> FINAL Open Door Dearborn Incentive <a href="#">link</a>
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> <li>• <b>Round Table with Entrepreneurs for Strategy on Needs/Missing Links</b></li> <li>• <u>Website Resource Draft – Partnership to Manage</u></li> <li>• Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed</li> </ul>	<a href="https://staceygrant1.wixsite.com/launchlab">https://staceygrant1.wixsite.com/launchlab</a> Business <a href="#">Resource Incentives Document</a>
<b>Objective: Redevelop Sites (1.8)</b>	<b>Steve/Doug/ Mike/Jennifer</b>	<b>TASKS</b>	

Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> <li>• PRIORITY 1 SITES: Brady &amp; MI; 5050</li> <li>• Tour of Top 10 Development Sites – <u>schedule with Ford Land</u> – coordinate event - Lease sites (Developer Road Show) &amp; separate development sites (DABOR partnership potential)</li> <li>• Howard &amp; Michigan RFP – marketing needed?</li> </ul>	
Design Guidelines/Façade Improvement Program (2.25)	Hassan/Mike/Steve	<ul style="list-style-type: none"> <li>• <del>Final Guidelines</del></li> <li>• <b>Sponsor Recruitment/Sale Sheet;</b></li> <li>• <b>Lending Partners Needed (ie: Comerica, Huntington, Chase)</b></li> <li>• Meet with CRA Wayne County – HASSAN – Status?</li> <li>• Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects</li> </ul>	<p>Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to <u>previous list identified for EDDDA</u>;</p> <p>-<u>FBC Code presentation and user guide</u>;</p> <p><u>FBC Code</u></p> <p>-<u>Business Overlay &amp; Sample Guidelines</u>;</p> <p><u>Committee Notes</u>;</p> <p><u>Suggested Design Asst. Firms</u></p> <p><u>FINAL DESIGN GUIDELINES</u></p> <p><u>FINAL INCENTIVE PROGRAM</u></p>
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> <li>• Connector Streets &amp; Michigan Ave</li> <li>• Multi-Modal Plan – (Jeff P.)</li> <li>• Amenities <ul style="list-style-type: none"> <li>○ Tree Well Planters/Sidewalk Cafes</li> <li>○ Mural Seating Area – need concept design (volunteer?)</li> <li>○ WDDDA Trash Cans</li> </ul> </li> <li>• Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore</li> <li>• Schaefer Lighting –in process</li> <li>• Bike Share &amp; Scooter Launch 2020</li> </ul>	<p><u>Presentation for Connector Streets &amp; Michigan Ave.</u></p> <p><u>MMTP draft plan link</u></p> <p><u>Tree Well Overview</u></p> <p><u>Overall Rendered Plan</u></p> <p><u>Schaefer Rendered Plan</u></p>
Public Spaces		<ul style="list-style-type: none"> <li>• Sidewalk Café/Design Cheat Sheets - SmithGroup</li> <li>• Alley in AANM Lot – need concept – part of Parking Lot CIP</li> <li>• Art in Public Spaces Plan – 2020</li> <li>• Sculpture Initiative 2020</li> </ul>	<p><u>Using Public Sidewalks How To Sheet DRAFT</u></p> <p>FYE2020 - Art In Public Spaces Plan budgeted</p>
Objective: Branding (2.6)	Cristina	Brand Design & Messaging	<u><a href="http://www.brandingdearborn.com">www.brandingdearborn.com</a></u>
Wayfinding (3.83)		RFP release?	

# Downtown Dearborn Promotions Committee Minutes

Meeting Date:  
October 23, 2019  
10:00 am

Meeting Location:  
DDDA Office  
13615 Michigan Avenue

Attendees: Maryanne Bartles, Jean Smith, Katie Merritt, Julia Kapilango, Kalette Willis, Cristina Sheppard-Decius, and Janet Bloom.

## I. Third & Fourth Quarter Events – Planning & Recruitment

### a. Action Plans -

- i. Trick or Treat Final Needs – Still need volunteers, try Jackie and Ambassadors at Chamber; ask Tracy Bezick and Chris Sickel for photography; ask Tim Harrison for SODA or East HOA's contacts. Also check in with Ken at U of M for volunteers.  
Participants: East – 8, West – 20, and Out of District-6
- ii. Adopt a Tree Well Final Count  
West – 11, East – 2, Out of District - 6
- iii. Pumpkin Carving Results  
Dearborn Fresh donated 50 large pumpkins  
Approximately 75 people (35 families)  
Used all but 4 of pumpkins
- iv. Shop Small\* - ALSO SEE APP DISCUSSION  
\$3500 received in sponsorships (Om Spa & Steven Bernard - \$1500 each; \$500 Glass Academy) Checking in with others.  
Participants so far: West – 14, East – 8, Out of District – 6  
Working on passports  
Working with WDIV and WNIC
- v. Winterfest Market / Open House\* (include Fishnet Studios)  
Winterfest: Dec. 14, 10am – 4 pm. Jay Kruz chairing East. Will be presenting to City Council.  
Current vendors – West – 11, East – 3

Open House: Dec. 11, 4 pm -7 pm. Jay Kruz event chair. Also do volunteer recognition at this event.

## II. APP Options

- a. Essential IT exploring options for 2019 - \$2200. Might use for Dearborn Restaurant Week.
- b. Octane Design can integrate options with new website per contract, but not until 2020

## III. 2020 Calendar

- a. Delegate Contacting Other Media Outlets for Comparisons to WDIV- check with Sam
- b. Dearborn Girl proposal – podcast (revisit next month)

## I. Metromode Contract

- a. Open Cities Event  
Good response-- Dec. 3 next date (retailer focus) - AANM auditorium & Green Brain for locations - 35 capacity at Green Brain and limited access (in basement) – auditorium capacity? Try to find retailer that can accommodate group.
- b. Quarterly Report  
Businesses who are spotlighted need to also share the articles on their social media; add a “Tell your story” component.

## II. Impact Analysis & Final Expenses

- a. Summer Analysis Review  
To be provided

## III. Volunteer/Committee Needs

- a. Volunteer Recruitment
  - i. Recruitment Fair Results: Janet attended two U of M Dearborn student events and one Esper Library event. Turn out good at student events but trying to connect to get them activated. Library was low

attendance but got a couple sign ups. Those signed up were added to Constant Contact and Sign Up Genius.

b. Current Committee/Event Needs

c. Volunteer Management Plan:

i. Volunteer Manual (Projected Completion?) – needs to include executive summary, quick overview of work flow. Still on list to be completed.

ii. Outreach Plan (Develop Target List) – Ideas: Senior Housing/ATA, Corporations

iii. Tracking Form - <https://forms.gle/CFr83W2ffJ53CrYp7>

i. Maestro Update

d. Volunteer Training

i. Schedule Board Training (Quarterly)

e. Volunteer Recognition Event:

i. January Event?

Group determined it should be considered to couple event with Open House for East DDDA. Split expenses, share resources. 1. Bring vol. to event. 2. 10-15 min. for award(s) 3. Added value 4. Share marketing/advertising 5. not big enough for stand alone 6. Same costs

#### IV. 2020 Sponsorships

a. [Target List](#)

b. Draft Package – currently being worked on

#### V. Branding Update - Presentation

#### VI. Social/Online Communication

f. Business & Community Leader Profiles: Interns and Tanner Friedman to flush out further.

Additional notes:



Spoke to Julia about Artspace residents connecting more within art community. Suggestions were to conduct a survey and have residents list talents & attach portfolio; Connect with art Institutes and organizations in area – conduit.

DATE	EVENT	HASHTAG	CHAMPION
February 10-16, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
April 13	Martian Marathon		Mo Hider
May 1	Ladies Night		Chris Sickle
May 4	Free Comic Book Day		Katie Merritt
May 18	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land
June 7 – Sept. 27	Farmers Market	#DFM	Jean Smith (need a chairperson)
June 7, July 12, Aug. 9	Kids Days	#KidsDays	
June 5-July 10	Music in the Park	#MIP2019	Julia Kapliango

June 14, July 19, Aug. 16 & Sept. 13	Movies in the Park (West & East Alternate)	#Movies2019	
June 14 – Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornF2T	Maria Marzolo
June 28, July 26 & Aug. 23	Friday Nites	#FridayNites	Jim Jernigan
July 17-Aug. 21	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 16 – Aug. 20	Tunes at Noon	#TunesatNoon	
Sept. 14	Fall Perennial Exchange		Katie Merritt
Oct. 19	Pumpkin Carving		
Oct. 26	Trick-or-Treat	#DearbornTreats #TrickorTreat	
<del>Oct. 26</del>	<del>Doggone Dearborn</del>		
???	Beer Crawl		Lynette Downey
Nov. 30	Shop Small	#ShopSmall	
Dec. 11	EDDDA Open House		
Dec. 14	Winterfest Market	#DWM2019	

# JOINT DDDA EXECUTIVE COMMITTEE MEETING

## Minutes

November 11, 2019

6pm

Attendees: Director Scott Saionz (call in), Director Sam Abbas (call in), Director Dan Merritt (call in), Cristina Sheppard-Decius (call in) and Janet Bloom.

### 1. EXECUTIVE COMMITTEES ACTION ITEM

#### a. Holiday Décor Amendment

Quorum for EDDDA – approved the increase of price of spheres due to items being priced by piece, not case. Also, shipping, and increase in number of strands of lights since 70 not 100, and lastly, due to pole attachments not being included in cost. Director Scott Saionz motioned; Seconded by Dan Merritt.

No quorum for WDDDA.

### 2. JOINT BOARD MEETING AGENDA ITEMS

- a. Metromode 3-month Continuation of Contract- last term; Sam happy with Metromode understanding concerns and appears to be acting on improving stories. Dan also stated he felt they have stepped up.
- b. Nomination Committees – need to fill
- c. Holiday décor amendment
- d. Shop Small Amendment for Holly Berry Brunch – ad for brunch/they pass out 500 Shop Small passports at event
- e. Winterfest Amendment – final service providers

### 3. EXEC COMMITTEE DISCUSSION ITEMS

- a. 2021 Budget Planning- East/West survey monkey to districts to find out what they want.
- b. Board Training – Thursday- will send out presentation/supplementals/audio
- c. 2020 Sponsorship Program – Sending Draft Presentation out this week for review

### 4. UPDATES

- a. Upcoming Contract RFPs/Bids
  - i. Communications & Marketing – (Tanner Friedman expires January 19, 2020) - RFP Committee mid-to-late November/early December
  - ii. EDDDA Parking & Alley Project –
    - 1. DTE evaluated alleys & drafting proposal
  - iii. EDDDA City Hall Park Redesign – RFP in development – review City of Cadillac zero entry stage and other improvements (ie Farmers Market cover
- b. EDDDA Updates

- i. Lighting on Schaefer – lights in/ waiting on banner arms
  - ii. Intercept Survey – underway
  - iii. 2 Mill Levy – November-December draft – yes, move forward
  - iv. Seating at Fish Market Mural (finalizing options for BID)
- c. WDDDA Updates
  - i. Trash Receptacles Need for W. Village Drive (BID for powdercoating of those in-storage)
  - ii. Parking Demand Analysis Recommended – yes, need to price, anticipate under \$10K
  - iii. Connector Streets Construction Update

**DDDA ADOPTED RESOLUTIONS  
OCTOBER 2019**



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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FYE 2020 CTM Marketing Brochure Distribution

Date Adopted: October 17, 2019

Motioned by: Director Dan Merritt

Seconded by: Director Jay Kruz

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2019, it is recommended to increase total circulation to 50,000 pieces in 2020, with 10,000 more being added for Metro Detroit circulation; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced by Octane Design per the branding contract for 2020; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2177.50 each, in addition to any potential sponsors; be it

**RESOLVED:** The EDDDA approves entering into a one-year contract with CTM for FYE2020 in an amount not to exceed \$7210 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 50,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2020; and, let it be

**RESOLVED:** The WDDDA and EDDDA anticipates sponsorship support of this program and will work to obtain sponsorship dollars to offset the DDDA’s portion of the production and distribution costs to be shared equally between WDDDA and EDDDA; be it also

**RESOLVED:** The EDDDA Executive Director is authorized to execute the contracts for distribution and printing, subject to review and approval of Corporation Counsel.

Vendors (50K rack cards)	Vendor Cost	Cost Share*, **
CTM (Dist. of 50K rack cards)	\$7200	\$1802.50 max. - EDDDA \$1802.50 max. - WDDDA \$1802.50 max. - Chamber** \$1802.50 max. - DPI (City)**
Fosters (Printing of 50K rack cards)	\$1500	\$375 max. - EDDDA \$375 max. - WDDDA \$375 max. - Chamber** \$375 max. - DPI (City)**
		*\$2177.50 max. per entity **Projected participation ***DDDA's obtained sponsorship would offset DDDA cost portion only.

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith McNeeley, , Mayor Jack O'Reilly, Chairperson Scott Saizon, Director Kamal Turfah.

No:

Abstained:

Absent: Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

FYE 2020 CTM Marketing Brochure Distribution

Date Adopted: October 17, 2019

Motioned by: Director Jackie Lovejoy

Seconded by: Director Audrey Ralko

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**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

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		*\$2177.50 max. per entity **Projected participation ***DDDA's obtained sponsorship would offset DDDA cost portion only.

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director John McWilliams, Director Karen Nigosian, Mayor Jack O'Reilly,

No:

Abstained:

Absent: Director Mohammed Hider, Director Jeff Lynch

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Décor FYE2020

Date Adopted: October 17, 2019

Motioned by: Vice-Chairperson Dan Merritt

Seconded by: Director Jan Cislo

**WHEREAS:** The East Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; therefore, let it be

**RESOLVED:** The EDDDA authorizes \$12,013.92 in expenditures for the purchase of holiday decor from the Contract Services budget 297-6100-911-34-90; be it further

**RESOLVED:** The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	16 - 24" red bows (\$800) 8 - 15' branch garland(\$1120) 20 - 4' Wreaths (\$5700) 264 - Warm White Mini Lights (100 lights/strand) (\$3960)	\$11,580
Holiday Lights Display	4 cases Warm White Light Spheres (24) (\$216.96) 2 cases Red Light Spheres (12) (\$108.48) 2 cases Green Light Spheres(12) (\$108.48)	\$433.92

Yes: Director Mark Guido, Director Julia Kapilango, Secretary-Treasurer Jay Kruz, Director Judith McNeeley, , Mayor Jack O'Reilly, Chairperson Scott Saizon, Director Kamal Turfah.

No:

Abstained:

Absent: Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Décor FYE2020

Date Adopted: October 17, 2019

Motioned by: Director Thomas Clark

Seconded by: Director Jackie Lovejoy

**WHEREAS:** The West Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; therefore, let it be

**RESOLVED:** The WDDDA authorizes \$18,870 in expenditures for the purchase of holiday decor from the Contract Services budget 296-6100-911-34-90; be it further

**RESOLVED:** The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as presented, obtained through city procurement process, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Total Amount
Northern Lights Display	60 - 24" red bows (\$3000) 30 - 15' branch garland (\$4200) 6 - 25' branch garland (\$1362) 6 - 25' red garland (\$228) 130 - Warm White Mini Lights (100 lights/strand) (\$1950)	\$10,740
Bronner's	6 - Pole Mount Displays (\$8130)	\$8130

Yes: Chairperson Sam Abbas, Director Mark Guido, Director John McWilliams, Director Karen Nigosian, Mayor Jack O'Reilly, Director Audrey Ralko

No:

Abstained:



Absent: Director Mohammed Hider, Director Jeff Lynch

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019/2020 Snow Removal Contract Amendment I

Date Adopted: October 17, 2019

Motioned by: Director Dan Merritt

Seconded by: Director Kamal Turfah

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The EDDDA authorized a budget of \$45,000 for snow removal services FYE2020; and

**WHEREAS:** The DDDAs competitively bid out snow removal services for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process; and

**WHEREAS:** The award was given to the second lowest bidder, DO in the September Joint Board Meeting; let it be

**RESOLVED:** The EDDDA is rescinding the offer to DO per proper procurement processes and awarding the contract to Premium Lawn, the lowest bidder; and let it be

**RESOLVED:** The EDDDA authorizes the Executive Director to execute a contract on behalf of the EDDDA with the approved vendor for snow removal services, subject to the review and approval of Corporation Counsel; be it further

**RESOLVED:** The EDDDA authorizes entering into a contract with the lowest bidder, Premium Lawn, to not exceed \$45,000 for snow removal services for the 2019/20 snow season, and the option of up to three, one-year renewals, from the snow removal budget line item.

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Secretary-Treasurer Jay Kruz, Director Judith McNeeley, , Mayor Jack O'Reilly, Chairperson Scott Saizon

No:

Abstained:

Absent: Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019/2020 Snow Removal Contract Amendment I

Date Adopted: October 17, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jackie Lovejoy

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Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director John McWilliams, Director Karen Nigosian, Director Audrey Ralko

No:

Abstained:

Absent: Director Mohammed Hider, Director Jeff Lynch

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Photography\_Summer Amendment I 2019

Date Adopted: October 17,2019

Moved by: Director Dan Merritt

Seconded by: Director Kamal Turfah

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

**WHEREAS:** The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; and

**WHEREAS:** The EDDDA authorized up to \$1875 from the Photography budget # 297-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography at May 2019 Joint DDDAs Board meeting; and

**WHEREAS:** The EDDDA requested adding a minimum picture threshold in photography contract for summer event and general district photography; therefore, let it be

**RESOLVED:** Due to an additional hour on location for the Lifestyle Shots from the Half Day General Shots to complete job; EDDDA authorizes to expend \$125 for the additional time onsite, to be split equally between EDDDA and WDDDA; and, let it be

**RESOLVED:** EDDDA authorizes the Executive Director to execute the contracts, subject to the review and approval of Corporation Counsel with On Location Photography and JWhite Photography for the following amounts:

FYE 2019	COST	PROVIDER	BOARD
Perennial Exchange May 18 EDDDA	\$600	JWhite Photography	EDDDA
Friday Nites June 7 WDDDA	\$1600	JWhite Photography	WDDDA

Music in the Park June 12 EDDDA	\$375	On Location Photography	EDDDA
Farm to Table June 15 WDDDA	\$600	JWhite Photography	WDDDA
<b>FYE2020</b>			
Movies in the Park July 19 EDDDA	\$375	On Location Photography	EDDDA
Tunes at Noon July 16 WDDDA	\$375	On Location Photography	WDDDA
1/2 Day of General Shots WDDDA/EDDDA in July/August	\$1050	On Location Photography	Split Equally EDDDA/WDDDA
Lifestyle Shoot - Extra Hour	\$125	On Location Photography	Split Equally EDDDA/WDDDA

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Secretary-Treasurer Jay Kruz, Director Judith McNeeley, , Mayor Jack O'Reilly, Chairperson Scott Saizon.

No:

Abstained:

Absent: Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Photography\_Summer Amendment I 2019

Date Adopted: October 17, 2019

Moved by: Director Jackie Lovejoy

Seconded by: Director Thomas Clark

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

**WHEREAS:** The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; and

**WHEREAS:** The EDDDA authorized up to \$3100 from the Photography budget # 296-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography at May 2019 Joint DDDAs Board meeting; and

**WHEREAS:** The WDDDA requested adding a minimum picture threshold in photography contract for summer event and general district photography; therefore, let it be

**RESOLVED:** Due to an additional hour on location for the Lifestyle Shots from the Half Day General Shots to complete job; WDDDA authorizes to expend \$125 for additional time onsite, to be split equally between EDDDA and WDDDA; and, let it be

**RESOLVED:** WDDDA authorizes the Executive Director to execute the contracts, subject to the review and approval of Corporation Counsel, with On Location Photography and JWhite Photography for the following amounts:

FYE 2019	COST	PROVIDER	BOARD
Perennial Exchange May 18 EDDDA	\$600	JWhite Photography	EDDDA
Friday Nites June 7 WDDDA	\$1600	JWhite Photography	WDDDA



Music in the Park June 12 EDDDA	\$375	On Location Photography	EDDDA
Farm to Table June 15 WDDDA	\$600	JWhite Photography	WDDDA
<b>FYE2020</b>			
Movies in the Park July 19 EDDDA	\$375	On Location Photography	EDDDA
Tunes at Noon July 16 WDDDA	\$375	On Location Photography	WDDDA
1/2 Day of General Shots WDDDA/EDDDA in July/August	\$1050	On Location Photography	Split Equally EDDDA/WDDDA
Lifestyle Shoot - Extra Hour	\$125	On Location Photography	Split Equally EDDDA/WDDDA

Yes: Chairperson Sam Abbas, Director Mark Guido, Director John McWilliams, Director Karen Nigosian, Mayor Jack O'Reilly, Director Audrey Ralko

No:

Abstained:

Absent: Director Mohammed Hider, Director Jeff Lynch

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market Amendment I 2019

Date Adopted: October 17, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Karen Nigosian

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

**WHEREAS:** The WDDDA budgeted \$14,665 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench- 4 hours	\$3,200
Pebbles the Clown/ Dana Woods	Face Painter- 5 hours	\$575
Amy Loskowski	Entertainment- 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
S&R Tent Rental	Tent, generators, lighting, heat	\$8,525
Jokers 4 Fun LLC	Bounce House	\$240
Vendor TBD	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director Jackie Lovejoy,  
Director John McWilliams, Director Audrey Ralko

No:

Abstained:

Absent: Director Mohammed Hider, Director Jeff Lynch

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market Amendment I 2019

Date Adopted: October 17, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jay Kruz

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

**WHEREAS:** The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3,000
Santa Joe and Mrs. Tricia/Joe Gronda	Santa Claus/Mrs. Claus - 4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
Gia Warner	Live entertainment	\$500
Jokers 4 Fun LLC	Bounce House	\$240
Dana Woods/Pebbles the Clown	Kids entertainment	\$575
Visual Ronin	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500
Jean Smith	Misc. equipment/blow ups for lawn	\$500
S&R Tent Rental	Open House tables, chairs, table cloths	\$300

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Vice-Chairperson Dan Merritt, Director Judith McNeeley, Chairperson Scott Saizon, Director Kamal Turfah.

No:

Abstained:

Absent: Director Mary O'Bryan